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**Arbitration
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sent out**

**OTC medicines
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on offensive**

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Editor Ronald Salmon MPS

Assistant Editor Adrienne de Mont BPharm MPS

Technical Editor Graham Thorne BPharm MPS

Beauty Editor Kim Pearl

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

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West Midlands B90 3AE 021-744 4427
North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
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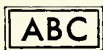
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6 May 1978

COMMENT

Working together

The proprietary medicines industry has much to be proud of, and the UK industry in particular has led the way in terms of voluntary self-regulation, providing a model upon which other's codes of practice have been formulated. Of course the industry has its critics, but much of the criticism is based on false premises and rarely does it have the backing of solid research findings, being more often than not based on prejudice. Such criticism the industry has now taken steps to counter, in a well-produced book published under the auspices of the European Proprietary Association (p 698): "The role of home medicines as an integral part of the health care system."

Among the "myths" it seeks to dispel by means of reference to research papers and quotations are "that the public is not capable of deciding the symptoms suitable for self-care;" "that advertising causes over consumption of medicines;" "that there is widespread mis-use of advertised medicines; especially analgesics;" "that advertising inflates the cost of medicines." For all of these allegations the book has suitable replies, and the AESGP public relations committee, under the chairmanship of Don Sutherland, is to be congratulated on the production of an impressive document in minimum time.

But inevitably British pharmacists will look at how this book deals with their own role—and they will find some impressive words: "Retail pharmacists, as the primary suppliers of home medicines, have a vital role to play in their effective use" and "pharmacists in particular have an opportunity to play a larger part in encouraging and ensuring the proper use of medicines" (the latter being a quotation from Whitfield's 1963 paper in *The Practitioner*).

And from the discussion which followed presentation of the book at the AESGP meeting in Dublin, it is clear that many in the industry are thinking more positively about acquiring the pharmacist as an ally. The home industry made a small gesture in that direction a year or two ago when it included a "Use medicines properly: ask the pharmacist for advice" poster in a publicity campaign. Unfortunately, any resulting goodwill was largely dissipated by the 1976 conflict over analgesics sales.

In some continental countries the conflict does not arise because all medicines sales are restricted to pharmacies. Yet we do not see, even at the AESGP meeting, any strong pressure for wider distribution. Rather the European members were stressing the need to educate the public to consult the pharmacist, and to further involve the pharmacist in self-care education campaigns. To quote M. Lapouyade, a board member of the French Proprietary Association, finance is required for "... an in-depth technical dialogue with the pharmacist, who alone dispenses home medicines."

Clearly the British industry also needs to take some positive steps. Perhaps a "consult your pharmacist" message in advertisements might constitute a suitably persuasive earnest of intent!

BRM motion over Miss Tomison's resignation?

Somerset Branch of the Pharmaceutical Society is to propose an emergency resolution at the branch representatives meeting on May 18, deploring the resignation of Maureen Tomison as the Society's head of publicity (last week, p654).

The motion calls for the appointment of someone "of the same high calibre" as Miss Tomison without delay. The branch has also sent a telegram to all members of the Society's Council asking, "why has the Council accepted Miss Tomison's resignation? Reply." By the time *C&D* went to press, the branch secretary had received two replies, both from members unaware of the reason.

A spokesman for the branch told *C&D* there was a feeling of dismay that such a useful person—who had done so much to further pharmacy's cause—was leaving (see also letters).

Upward trend of NHS turnover share continues

The total average weekly NHS receipts for chemists in Great Britain reached £1,080 in January-February, an increase of 26 per cent on the same period last year (£860) and 6 per cent on the previous period (November-December 1977—£1,016).

According to the latest *Retailer Bulletin* from A. C. Nielsen Co Ltd, weekly cash takings per shop at a total average of £547 were down 27 per cent on the previous (Christmas) period (£745) but up 17 per cent on the corresponding year-ago months (£467). NHS receipts as a percentage of chemist's total turnover are still rising and for January-February reached 54 per cent for multiples—Co-operatives (excluding Boots), 64.9 per cent for large independents. Year-ago figures were 51.1 per cent, 63.6 per cent and 61.8 per cent respectively and for November-December 1977 were 43.6 per cent, 55.7 per cent, 55.1 per cent respectively.

The total sterling volume (cash and NHS) was £164,655,000 (£135,492,000 in January-February 1977) shared as 13.4 per cent multiples and Co-ops (13.8 per cent), 57.9 per cent large independents (58.3 per cent) and 28.7 per cent small independents (27.9 per cent). Average weekly cash takings broken down by sectors were: Multiples and Co-ops £811 (up 12 per cent on 1977), large independents £765 (up 16 per cent) and small independents £316 (up 22 per cent).

Average prescriptions dispensed per shop in January were: Multiples and

Co-ops 2,208 (2,082 in January 1977), large independents 3,159 (2,967) and small independents 1,532 (1,394).

Medicines trade surplus rises

Pharmaceutical exports increased by nearly 35 per cent (£100.85 million) in the first two months of this year. Imports were marginally down (£29.34m) and the trade surplus was up by 69 per cent (£71.5m). The figures were revealed by Mr F. Goulding, president of the Association of the British Pharmaceutical Industry, at its annual dinner last week.

"These figures are in sharp contrast to the UK's total balance of payments figures and provide an eloquent reason for the government to take speedy action on our proposal for the extension of patent coverage for all existing patented pharmaceutical products," he said. The industry was disappointed last year that the extension of patent life from 16 to 20 years only applied to those products whose patent life had five or more years to run. Failure to extend this protection could result in loss of more than £100m to the UK's balance of payments, Mr Goulding said. (See also last week, p655).

Dispensing urgent scripts

The Pharmaceutical Services Negotiating Committee has agreed with the Secretary for Social Services a new procedure for claiming "urgent" dispensing fees. From May 1, 1978, prescriptions which the pre-

scriber has failed to endorse "urgent" and which are dispensed urgently after 9 am on Sundays and public holidays need not be returned to the prescribing doctor to be endorsed "urgent." The endorsement of the prescription by the chemist contractor, together with the supporting signature of the patient will be accepted for pricing purposes.

Chemicals transport hazards service

An emergency information service on hazardous chemicals should be in operation by June 1, Mr J. G. Roddom, chairman, told the annual luncheon of the British Chemical and Dyestuffs Traders' Association last week. It will be operated from Harwell in conjunction with the UK Atomic Energy Authority and will cover initially 4,000 products, providing quick access to information for police and fire services, etc, in road accident situations, for example. Mr Roddom pointed out that it was beyond the means of many companies to operate such a service themselves and while he would rather have seen a scheme jointly funded by the industry and Government, the one planned would meanwhile be in the best interests of public safety.

Mr Roddom reported that the membership of the BCDTA had increased by a quarter in the past two years and over 130 companies would soon be represented. During 1977, health and safety legislation had been at the top of the work list, with the industry conforming both with the letter and the spirit of the law. Other topics included marketing, labelling, storage and transport and the chairman said faster progress towards "harmonisation" in these areas would be welcomed by the Association. Another problem was the proposal for "product liability without fault" over which there was concern about cost, feasibility and inhibition of enterprise. Mr Roddom warned: "The weight of legislation must not one day become greater than industry and commerce can support."



The West Indies pair of test players—Larry Gomes and Norbert Phillips—won the £1,000 first prize in the world's first ever international indoor cricket championship. The event was sponsored by Brylcreem as part of their anniversary celebrations to mark 50 years in the UK market. Pictured with the winners is John Hunter, managing director of Beechams Proprietaries.

Petition posters sent out to pharmacies

Posters and placards seeking public support for the chemist's case for arbitration have been sent out for use in pharmacies.

The posters, headed "The chemists fight for justice," ask customers to sign petitions which will be presented to the House of Commons by Mr Jim Lester, Conservative MP for Beeston. The wording on the poster reads:

"The most vital part of your chemist's duties is the dispensing of NHS prescriptions. He is paid for this by the Government."

"Payments made to chemists for providing stock and capital have not been allowed to keep pace with inflation—so in real terms they have less money than they had seven years ago to keep the shop open. As a result of this many chemists have already closed and more will follow. People will have to go further for their medicines and for friendly advice."

"Two years ago chemists started talks with the Government about improved payments. They got nowhere. Now they are asking for arbitration, and will accept the decision of an independent body. The Government will not agree."

"Your chemist is asking for your help. A petition is being organised to back chemists' right to arbitration—a right that other workers have. There is a petition form in your chemist's shop. Please will you sign the petition form."

The campaign runs until the beginning of June and pharmacists have to return the signed petitions to the PSNC.

Mr Alan Smith, PSNC's chief executive, told *C&D* on Tuesday that he hoped each chemist would collect at least 1,000 signatures, which would mean a total of some 10 million. A substantial amount of support from the public, backed by the present 266 MPs' signatures on the Parliamentary "early day" motion, should strengthen the chemists' argument, Mr Smith believed.

Boots' branches are not going to use the publicity material. The Company Chemists' Association is not recommending the general display of posters or signing of petitions, but if any members feel particularly strongly about it they would not be precluded from doing so. The Association is supporting the PSNC by writing directly to the Secretary for Social Services.

Medicines report

The Price Commission has completed its report on prices, costs and margins in the production and distribution of proprietary non-"ethical" medicines and submitted it to the Secretary of State, Mr Roy Hattersley, on April 30. The date of publication is not yet known.



THE CHEMISTS' FIGHT FOR JUSTICE

The most vital part of your chemist's duties is the dispensing of NHS prescriptions. He is paid for this by the Government.

Payments made to chemists for providing stock and capital have not been allowed to keep pace with inflation — so in real terms they have less money now than they had seven years ago to keep the shop open. As a result of this many chemists have already closed and more will follow. People

Part of the poster for display in pharmacies and designed to encourage the public to sign arbitration petitions.

New Zealand lessons for UK pharmacy

NHS profit inadequacy, retailing problems, advertising, the burden of legislation, the Medicines Act, health centres and doctor dispensing were some of the matters covered recently by NPA deputy secretary, Tim Astill, in an address to pharmacists in New Zealand.

Mr Astill was speaking at the invitation of the New Zealand Chemists' Guild during the final days of the pharmacy conference in Christchurch. Referring to NHS remuneration, Mr Astill suggested that the Minister's refusal to go to arbitration was a clear indication that the UK chemist contractors' case was sound.

During the conference opening session the New Zealand Minister of Finance had referred to threatened industrial action by the New Zealand Freezing Workers' Union (one of their major trade unions) and had said that the New Zealand way was not to strike but "to negotiate until your bottom sticks to the chair" then to agree to resolve any remaining differences by arbitration. Mr Astill said that he wished he could take some of this common sense back to the UK with him.

Use of little 'common sense'

Mr Astill complimented New Zealand pharmacists on their common sense in allowing chemists to describe themselves as such in advertisements for non-professional goods and services. He said he hoped the Pharmaceutical Society's Council in the UK would soon make up its mind and that there would be an end to the seemingly endless procession of pharmacists, some of them eminent and with years of devoted service to the profession, appearing before the Statutory Committee and being told bluntly by the chairman that they deserved to be struck off. He said that he was sad to have to speak of such controversy when there were far more important matters for pharmacy to be facing and dealing with as a united profession. The resources of pharmacy should not, Mr Astill said, be

wasted in the inquisition of largely non-existent breaches of a mis-interpreted code of ethics when there were so many outside forces seeking to divide and conquer the profession.

After visiting New Zealand, Mr Astill represented the NPA at the Australian Pharmacy Conference in Canberra where the Pharmacy Guild of Australia was celebrating its Golden Jubilee.

Shops inquiry

An inquiry to collect information about retail shops in a few selected areas is to be carried out this summer by the Business Statistics Office on behalf of the Department of Trade and other Government departments. The number of shops involved will be about 4,000 out of the total of over 400,000 in the UK.

Information will be requested about the kind of shop, turnover, employment and selling space in 1977, except that shops with an annual turnover below £25,000 will not be asked about selling space. Forms will be sent to retailers in the next few weeks, and the results will be published in the first half of 1979.

The areas selected are Bath, Cannock Chase and Darlington and the shopping centres at Corby, Crawley, Grimsby (Freeman Street and Victoria Street), Hackney (Mare Street), Holloway, Uxbridge, Cwmbran, Merthyr Tydfil, Dunfermline and Stirling.

Only one consortium

Despite the growing development of health centres, only one new consortium-owned pharmacy was opened in Scotland in 1977, and that in Dundee, according to the annual report of the Pharmaceutical Society's Scottish department. The criteria which should guide pharmacists in the establishment of such pharmacies are being discussed with the Pharmaceutical General Council (Scotland) and a number of consortia are under discussion but not yet operative.

'Home medicines' industry goes on the offensive

Proprietary medicine manufacturers are to make a determined effort to create a positive image for the "home medicine". This will be the industry's defence against a forecast "major assault from all sorts of well-meaning quarters" on its freedom to advertise, expected in 1978 and 1979.

The forecast was made by Mr D. J. C. Sutherland, (Miles Laboratories), at the annual meeting of the European Proprietary Association (AESGP) in Dublin last week. The Association, he said, would need to be well organised and to pursue aggressively new, forceful initiatives, if it was to deal effectively with the challenge. Central to the campaign will be a research document prepared by AESGP's public relations commission (PIARCOM—of which Mr Sutherland is chairman) and entitled "The role of home medicines as an integral part of health care systems." This will be used by member national associations and manufacturers to influence "leaders and opinion formers" such as MPs.

Necessary freedoms

Explaining the background to the campaign, Mr Sutherland said that in order to survive the industry had two needs: freedom to make available to the public medicines not needing a prescription and freedom to advertise the availability and benefits of its branded products. The industry was reasonably sure of meeting the first of these criteria but the second was threatened by a number of EEC Draft Directives currently in preparation. The draft directive on misleading and unfair advertising had considerable significance for the whole advertising industry, but of especial interest was that it would define the fact that *omission* is misleading—which should be considered in conjunction with the separate Directive on product liability, now at an advanced stage. The test of a defect is whether a product has the safety which a person would be entitled to expect, judged objectively. A label warning would not excuse if, say, advertising was judged to have given a different impression.

The proprietary medicines publicity directive, now in the re-drafting stage, is designed to lay down rules for the advertising and promotion of pharmaceutical products generally. An entirely new draft was written during 1977 and has been studied in depth by the EEC Pharmaceutical Committee. "We will continue our efforts to ensure that it makes appropriate provision for the effective promotion of responsible home medicines and that it is based upon proper understanding of the role and

purpose of advertising in assuring the responsible use of home medicines in community health care programmes", Mr Sutherland promised. He went on to specify some of the EEC and other organisations which AESGP must try to influence. Among his points was that it is vital that relations between pharmacists and the industry remain at the highest level, "in order to maintain our shared commitment for the continuing availability of non-prescription medicines."

The "positions of responsibility" which the industry could state with conviction and pride—and which are justified by evidence contained in the new PR booklet—were enumerated by Mr Sutherland as follows:—

- That the general public, in an overwhelming percentage of symptom situations, *does* use home medicines sensibly and properly.

- That the products which people use for self-medication are those generally regarded by the medical profession as being appropriate for self-care use.

- That the symptom situations which people relieve with self-medication are symptom categories generally regarded by the medical profession as being suitable for self-care.

- That advertising of proprietary medicines contributes to more effective public health education and intelligent application of self-medication/self-care.

- That the cost of home medicines is an insignificant part of individual consumer spending—for example, in the UK it is less than half of one per cent of the average household budget—in the United States, home medicines purchased by the public account for only 3 per cent of total expenditure on health.

Advertising's role

Expanding on the role of advertising, Mr Sutherland answered critics who said that, following publication of an advertisement, "people flock to buy it, and take it, without even reading the directions for use." In fact, the decision to use a medicinal product for the first time, followed a well-defined pathway:— Attention is aroused by circumstances of need, coinciding with awareness of the availability of a home medicine designed to fill that need; interest is developed by recommendation through one of the standard channels of advice, such as professional advisers, relatives, Press or broadcast media; examination is undertaken, either *following* purchase on the recommendation of an adviser, usually doctor or pharmacist, or, if still on own initiative, by reading product information on the package itself, *prior* to purchase (if no negatives

are encountered, purchase is now likely).

Identification of method of administration, dose and frequency of repeat dosage, is mandatory, and cannot be avoided. All such information is required, by law, to be on the labelling of all home medicines. Finally, as the last step in this well-defined procedure, the person actually takes or applies the medicine.

Mr Sutherland added that there is no evidence that advertising contributes to the mis-use, or abuse, of medicines. "In fact, abuse occurs mostly in those groups least likely to be influenced by advertising. The US Federal Trade Commission recently reviewed a number of studies relating to the effect of advertising of home medicines and drug abuse. They concluded that: "results show little or no connection between such advertising and drug abuse."

Concluding, Mr Sutherland said that legislation should be designed to help to make the economic and social contribution of home medicines more effective. "If it does not do this, then its whole purpose should be severely questioned. The old belief—that if we make it more difficult to get, people will use it better—deserves to be buried for ever.

"To go a step further, it now seems clear that measures to tackle the social and psychological problems of a small minority who may mis-use home medicines, should not be considered within the framework of responsible advertising to the vast majority, but should be the subject of separate initiatives of a more personalised nature,"

"Doctors, nurses, pharmacists, pharmaceutical manufacturers and the public must work together to ensure that home medicines make their maximum contribution to health care. Governments must provide a framework in which this co-operation can develop and, in doing so, they should be conscious of two things:— First that public health will be improved if legislation encourages intelligent self-treatment for relatively minor ailments, and hence leaves the health services free to devote their limited time and resources to more serious conditions, and secondly that no country can now afford a health service which is not prepared to share responsibility for the promotion of good health with the public itself.

A changing attitude

Following Mr Sutherland's presentation, session chairman Dr G. R. Fryers (PAGB consultant director in medical affairs) drew attention to the major change in thinking that faced the industry in seeking a positive role for

doctors and pharmacists: previously it had been felt there was no medical support. The objective for home medicine manufacturers must be to ensure that they did not ask the public to make any decision more difficult than whether or not to see a doctor.

Mr M. F. Walsh, president of the Pharmaceutical Society of Ireland and representing Dr Winters of FIP, said that pharmacists were anxious to play their full role in helping the public choose the right medicine. At its Warsaw meeting FIP had unanimously passed a motion that all therapeutically active medicines should be confined to pharmacies. Mr Walsh felt that was not irreconcilable with the industry's viewpoint. Mr Sutherland replied: "Clearly we see the pharmacist's role in providing good health education to the public as a primary one, but distribution is a broader issue." Mr Sutherland drew applause from the audience when he added "the industry regards the pharmacist as a vital part of the distributive and marketing mechanism."

The speaker told another questioner

that doctors who said they must see a patient everytime would make exceptions on insect bites, headache, etc, etc, until it became clear they meant only the more serious cases. Dr Fryers added that the trend in western medicine was for doctors to concern themselves with the conditions for which they had a specific remedy and less with the whole patient. Thus a vacuum was developing, with patients going in various directions such as homoeopathy or herbal remedies. Pharmacists, nurses and the industry had to think more constructively about how the vacuum could be filled by home medicines.

On the role of pharmacists, Dr Fryers said that the public wanted advice only occasionally because most medicine purchases where "repurchases" for which the pharmacist had to be available but not intrusive. A difficult problem was the small total value of the home medicine business. For pharmacists to play a big role there would need to be more pharmacies and for that they would need to get more out of sales—"and for that we don't seem to have a solution."

dustry whose sales are determined largely by the incidence of symptoms within the population.

Costs. From figures supplied to PAGB by members involved in the inquiry (19 companies), the breakdown of the manufacturer's price covers (percentages): -

Manufacturer's costs	44%
Advertising	15.5%
Other marketing	6.7%
Overheads	22.1%
Net profits	11.7%

Mr Fuell concluded that the importance of self-medication to the nation's health is not in question. If only 10 per cent of the incidents of self-medication had to be taken care of by the NHS they would require four times as many doctors at a cost of £750 millions.

Germany sets 'bad example'

A "bad German example," said to be creating interest in other countries, was a new law requiring all the information normally contained on product labels and leaflets to be given in public advertising. Dr K. H. Reese, director general of the Proprietary Association of Germany, said that the advertising of risks associated with products is harming consumer confidence in medicines. Also, public discussion of the danger of cancer with some drugs, for example, is among the reasons why only about 50 per cent of patients "do what they should" with prescribed medicines. Such warnings were frightening the population, and whereas the medical profession had been in favour of the advertising of risks, it now agreed that doctor-patient relationships were being disturbed. There was also a tendency for some pharmacologists and doctors—especially those in hospitals to doubt the efficacy of home remedies and this was coupled with attempts to reduce the number of substances available for proprietaries by expansion of prescription-only lists. The industry, said Dr Reese, must try to achieve a better understanding among doctors of the benefits of self medication—trying a home medicine before consultation should be "normal" in the eyes of the doctor. The speaker added that the traditional role of the pharmacist as an experienced adviser on medicines bought by the consumer should be more strongly emphasised.

Summing up the session, Dr Fryers suggested that perhaps 50 per cent of consultations with the doctor were unnecessary. There were national variations in the proportions of pharmaceuticals purchased by the public—but perhaps 25 to 30 per cent should be the objective, Dr Fryers suggested. How could that be achieved? With current prices and advertising expenditure it would not be possible to communicate the required motivation to the consumer. Also the effectiveness of advertising was being limited by media restrictions, etc, and the industry must try to resolve these problems both for its own sake and that of the national health care systems. The industry must not adopt a low profile but be fearless in advocating conditions necessary for it to fulfil its full role.

Confidence in the UK industry

"We face the future with confidence, knowing that we earned our place in it." That conclusion on the position of the UK industry was reached by Mr Tony Fuell, secretary, Proprietary Association of Great Britain, as a result of studies carried out in the preparation of evidence for the current Price Commission investigation into proprietary medicines.

Mr Fuell pointed out that the Commission had restricted its investigation to analgesics; cough/cold; digestive/laxative; vitamins; and eye products. The following picture of the UK industry had emerged; from the PAGB evidence: -

Employment in the manufacture of proprietary OTC medicines is quite small by UK standards—approximately 10,000 people OTCs only. Nevertheless, the industry is highly efficient and productive; the latest estimate of the expenditure on home medicines was £239.4 millions at retail prices for 1977 (£163.3 million at

msp). Industry productivity is high.

Prices of proprietary medicines have risen much less than the index of retail prices: between 1973-1977 the RPI went from 100 to 197; the prices of most major advertised brands increased to about 175; significantly less than the price increases on prescription medicines and generics, both of which went over 200. It is believed, although it is difficult to quantify, that prices in the market have lagged behind the increase in raw materials costs, and companies have been able to absorb price increases in greater efficiency.

Advertising. As in France, the increase in media rates has tended to reduce the exposure rate for medicines advertising to a significant extent.

Market size. Certainly in the sectors covered by the Price Commission inquiry, the market is fairly static in volume terms. The picture is of an in-



Mr D. N. A. McLure (Beecham Proprietaries), centre, the new president of AESGP. Right is retiring president Mr. P. Teisseire and on the left, Mr. W. Sedlag, the new director of AESGP in succession to Pierre Visseur

LETTERS

Miss Tomison's resignation

It was with much real sadness that I read the news of the resignation of Mrs Maureen Tomison as head of the Pharmaceutical Society's publicity. I feel that many pharmacists would wish to join me in thanking Miss Tomison most sincerely for all the truly splendid and useful work that she has done on behalf of the profession; it has been most heartening to see an island of energetic interest and dedication rising above the sterile wastes of apathy.

Your leader last week rightly states that she has clearly demonstrated the true value of publicity and it is indeed important that this most useful work should continue. One can only regret the loss of such a valuable member of the headquarters staff.

Frank Bayford

Enfield, Middlesex

At a recent meeting of the Somerset Branch of the Pharmaceutical Society, we had a very interesting talk by Maureen Tomison, formerly head of publicity at Lambeth. Whilst not a pharmacist, her vision of pharmacy as standing side by side with the medical profession in the health team, is one which every pharmacist shares. Her enthusiasm for our cause, and her proven track record, are examples which we should try to follow. Her message was simple:

1. Improve our public image by mobilising public support via the media.
2. Recognise the power of publicity, and actively seek to bring the facts of our important role in health care to the public.
3. Enlist the aid of politicians by direct lobbying.

In the past we have been known as the "Profession of good losers". We have fought our "battles" too feebly and too late. Since Miss Tomison joined us we have had a good ally on our side, recognised in Parliament.

We have fought and won, eg the six months grace given over the Prescription Only Medicine list. We have also a motion of support in the House of Commons with 262 signatures (most normally have a maximum of 10). We must give our representatives support in presenting our case to Parliament. Above all, as she said, we must be credible in the case we present, coherent in our wording, and consistent in our demands. The whole gist of her talk was the need for us to wake up to the facts of life. Communication must be our watchword.

If we present our case for greater recognition to the public, we must do so in language which the layman can understand, and do it more often. Write to your MPs, inform the public locally via the Press of any information useful to them. Make the most of the new health

campaigns and take a lead in them, but above all present a caring image to the public. Ensure your premises are clean and tidy. Remember, between six and seven million people visit pharmacies daily. Take your head out of the sand and look the public in the eye. Our thanks to Miss Tomison for a more positive approach to improve the image of pharmacy. The rest is up to us.

Mike Wedlake

Press officer, Somerset Branch,
Pharmaceutical Society

Alarm, despair and despondency have been expressed by many members of the Sheffield Branch on the resignation of Maureen Tomison. We only hope our Society's publicity will not return to the doldrums. Our thanks will always be with her for the delay in the POM Regulations and for the professional know-how she passed on to the branch press officers.

W. F. Patterson

Secretary, Sheffield Branch
Pharmaceutical Society

Have Council taken leave of their senses? To allow a situation to develop in which the resignation of Maureen Tomison became inevitable is surely irresponsible. Before voting this year, I should like to know just where each candidate stands on this issue.

John G. Iles

London N5

Safer than aspirin?

It strikes me as odd that *C&D* has jumped to the conclusion that diflunisal (Dolobid) can be described as safer than aspirin so soon after its introduction to the market this April. It might have advantages over aspirin but I think it is far too early to say that "safety" is one of them; aspirin has been around for over 70 years whilst diflunisal was launched this year. The *contraindications* for the two drugs are *identical*—ie pre-existing peptic or gastric ulcers—and caution is urged with patients on anticoagulant therapy. The convenience of a twice daily regime hardly seems to justify the prohibitory price of £4.10 for 50 tablets.

Diflunisal may well turn out to be safer than aspirin in every respect, but to be absolutely fair in our comparison, we should review its status in the year 2048 (70 years on), though I'm afraid I shan't be here to do it!

R. T. Owen

Pharmacologist

University of Bradford

Our main point was to highlight the lack of a legal category equivalent to S1 into which a "safer" aspirin could be put. Whether diflunisal is such a drug, we agree that only time will tell. In the present state of knowledge we can only quote the maker's literature: — "Dolobid is better tolerated than aspirin, particularly in terms of gastric irritation and faecal blood loss"; the new molecule "avoids some of the inherent unwanted effects of aspirin" and "the side effects of diflunisal are less than aspirin" —Editor.

OP dispensing

Repeatedly we get a representative of manufacturers trying to show the advantages of original pack dispensing. The reason for this is not far to find. If only manufacturers could shift the packing costs of simple remedies onto their production lines and stop the pharmacist breaking down 2 litre packs, some of their costing problems would be solved. This would not help the pharmacist, who apparently is not to be trusted to break open packs, and it would most certainly result in lower dispensing fees.

General practice pharmacists are not infallible but neither are manufacturers and usually the manufacturers' errors are not restricted to singles—they extend to grosses. It behoves all general practice pharmacists to resist to the utmost the original pack dispensing concept otherwise their remuneration will fall still further.

G. Bird

Welwyn Garden City, Herts

Growing interest in article numbering

The Article Number Association has noticed a growing interest by industry in article numbering. Almost 170 companies, with a combined turnover in excess of £4,000 million, have purchased copies of the ANA operating manual since its publication earlier this year (*C&D*, February 4, p155). The document "Retail article numbering and symbol marking operating manual part I", contains the information required for the implementation of article numbering and bar coding in the UK.

The ANA, was formed by manufacturers of consumer goods, major retailers, wholesalers and distributors, printing and packaging companies, manufacturers of computers and point-of-sale equipment, and other suppliers to the industry, establish and administer article numbering and symbol marking in the UK. The price of the manual starts at £20 and is available from the secretary, Article Number Association (UK) Ltd, 1 Castle Lane, Buckingham Gate, London, SW1E 6DN.

Consumer safety

A new clause introduced during the third reading of the Consumer Safety Bill in the Commons on Friday provides for imprisonment up to three months and a fine up to £1,000 for manufacturers and retailers supplying or offering for supply unsafe goods. The clause also requires persons making or processing goods to carry out tests specified in safety regulations.

Provisions of inappropriate information by, for example, misleading marks in such a way as to contravene safety regulations has also been made an offence under the new clause. The Bill was read a third time.

Mr J. Charlton, formerly secretary of the Pharmaceutical Services Negotiating Committee, has been forced to retire early as a result of Achilles tendon trouble. Mr Charlton, who was due to retire at the end of this month, has moved to live in Shipley, West Yorks. His place at PSNC will be taken on June 1 by **Mr Stephen Axon**, at present secretary designate. **Mr Peter Boardman, FPS**, joined the PSNC on Monday as assistant secretary. Qualifying from Heriot-Watt University in 1953, Mr Boardman was a hospital sales representative for Evans Medical Ltd and a medical representative for Burroughs Wellcome, interspersed with periods in private retail pharmacy management. He then opened his own pharmacy in Potters Bar, later entering into partnership with another pharmacist as Boardman and Coombe Ltd, running three pharmacies.

Mr Pat Hedges recently retired from his position of chief pharmacist with E. C. De Witt and Co Ltd, after 32 years' service. He was apprenticed to Wootton and Webb, Luton, qualified from the London College of Pharmacy in January 1936, and later joined John Bell and Croyden as a pharmacist until 1939 when he volunteered for army service. He joined De Witt in 1946 after his wartime career with RAMC. After holding several positions in the organisation including technical manager and buyer, he was appointed chief pharmacist last year.

News in Brief

□ Gauze dressings and plasters are included in the May revision of prices to the Scottish Drug Tariff.

□ Chemist and appliance suppliers in Northern Ireland dispensed 1,107,316 prescriptions (683,732 forms) during January 1978 at a total cost of £2,411,105 representing an average cost of £2.18 per prescription.

□ The sections of the Employment Protection Act 1975 which entitle employees to time off work to carry out trade union duties and activities came into force on April 1 to complete implementation of all sections of the Act. At the same time a Code of Practice (HM Stationery Office, £0.15), prepared by the Advisory, Conciliation and Arbitration Service (ACAS), offering guidance also started to operate.

□ A two-step service to evaluate occupational safety programmes and recommendations for improvement is now available from Du Pont's Applied Technology Division, 18 Bream's Buildings, Fetter Lane, London EC4A 1HT. The first step is a two or three day on-site visit by a safety consultant who will suggest possible improvements to existing management, and the second step is a visit four or five months later to evaluate progress made, audit performance and develop a better understanding of good safety.

by Xrayser

Let candidates tell us

With the ballot papers for the Council election before me, I have two questions to put to candidates which have come to the fore since their policy statements were written. The first relates to the use of the "chemist" title in advertising, for I believe it is time the issue was tested again. My question to candidates is: "Are you in favour of the word 'chemist' being used in a strictly defined context as an adjective describing a particular style of retail shop as, for example, in 'Rubinstein and Arden cosmetics from B. Jones, chemist' or 'These goods from your Unimark chemist'. As a safeguard, drafts of all advertisements carrying the word "chemist" might be sent to the Society for approval before publication.

My second question relates to publicity. In view of my belief, stated last week, that the basis of our potential power lies in the effectiveness of our publicity, I find it hard to express the depth of my concern that Maureen Tomison has left our service. We have lost the most effective publicity expert we have ever had or are likely to get. In her short stay she had put us on the map and awoken in an incredulous membership a delighted belief that the Society was actually moving in the right direction in some style.

I am deeply apprehensive lest we allow our progress to evaporate and must now ask my second, more fundamental question: "Are you in favour of a continued intensive public relations programme both in public and Parliament of our functions, aims and problems?"

I believe these issues are of such crucial importance that they should over-ride any candidates' pledge to silence in the pre-election period.

Nutrition and drug efficacy

Adequate nutrition is essential for the efficacy of drugs and for the safety of treatment, Professor Dennis Parke, head of the biochemistry department, Surrey University, told the Royal Society of Health congress last week.

Both phases of drug metabolism—biotransformation and conjugation—were brought about by enzymes whose activities were dependent upon nutritional status. Early animal studies had shown that diets deficient in protein, calcium or magnesium led to diminished ability to metabolise drugs.

In general, nutritional impairment probably resulted in the adverse effects of increased drug activity, chemical toxicity and possibly also enhanced carcinogenicity. Evidence was accumulating to associate cytochrome P-450 with enzyme detoxication reactions and cytochrome P-448 with activations. Carcinogens were known to convert P-450 to P-448 as the result of damaging the endoplasmic reticulum.

Professor Parke referred to protein deficiencies in animal diets leading to reduced cytochrome P-450 levels with impairment of hepatic microsomal oxygenation and enhanced activities of drugs, and to the way in which a deficiency of vitamin C impaired hepatic microsomal drug metabolism. Other vitamins had been implicated in the metabolism of drugs. Vitamin A deficiency impaired drug metabolism and

vitamin E appeared to function in the regulation of certain microsomal hydroxylations.

Cytochrome P-450 required iron for its biosynthesis whilst other minerals such as calcium and magnesium appeared to affect the activities of drug-metabolising enzymes.

Many observations showed the great importance of a nutritionally adequate diet in protecting patients from possible adverse effects of drugs, and protecting healthy subjects from the toxic actions of environmental chemicals and carcinogens (see also last week, p665).

Unichem's promotion sets pattern

The type of promotion involved in Unichem's "castaway prices" competition has set a pattern which Unichem members and the company would be foolish to ignore. So believes Mr Peter Dodd, managing director. He says: "The total effect of our massive national television, radio, poster, daily newspaper and women's magazine advertising campaign could not be ignored by the public. Practically every one of the 3,000 chemists who took part in the promotion reported sizeable gains in consumer traffic during the period in which it was running." Over 20,000 entry forms have been returned to Unichem and the winners will be announced shortly.

Get on our Gold



You're an employer in distribution. You've qualified for maximum remission of our training levy, perhaps even total exemption. You've been granted the Distributive Training Award.

You've every reason to be proud because you're one of the industry's top trainers. You're on our gold standard.

You've also every reason to display the distinctive black and gold DTA symbol widely—on store windows, in reception areas, on your vehicles and on your stationery. Letting the world know of your achievements can do nothing but good for your company's prestige.

Now there's an important new reason for displaying the gold symbol. We've launched a big campaign to promote it to school leavers and those who advise them on careers. The brightest young people will be

Standard

looking for employers who have the black and gold DTA symbol on show.

That's just one more incentive for making an extra effort if you haven't yet reached our gold standard. We'd like many more employers to reach the standard of the best.

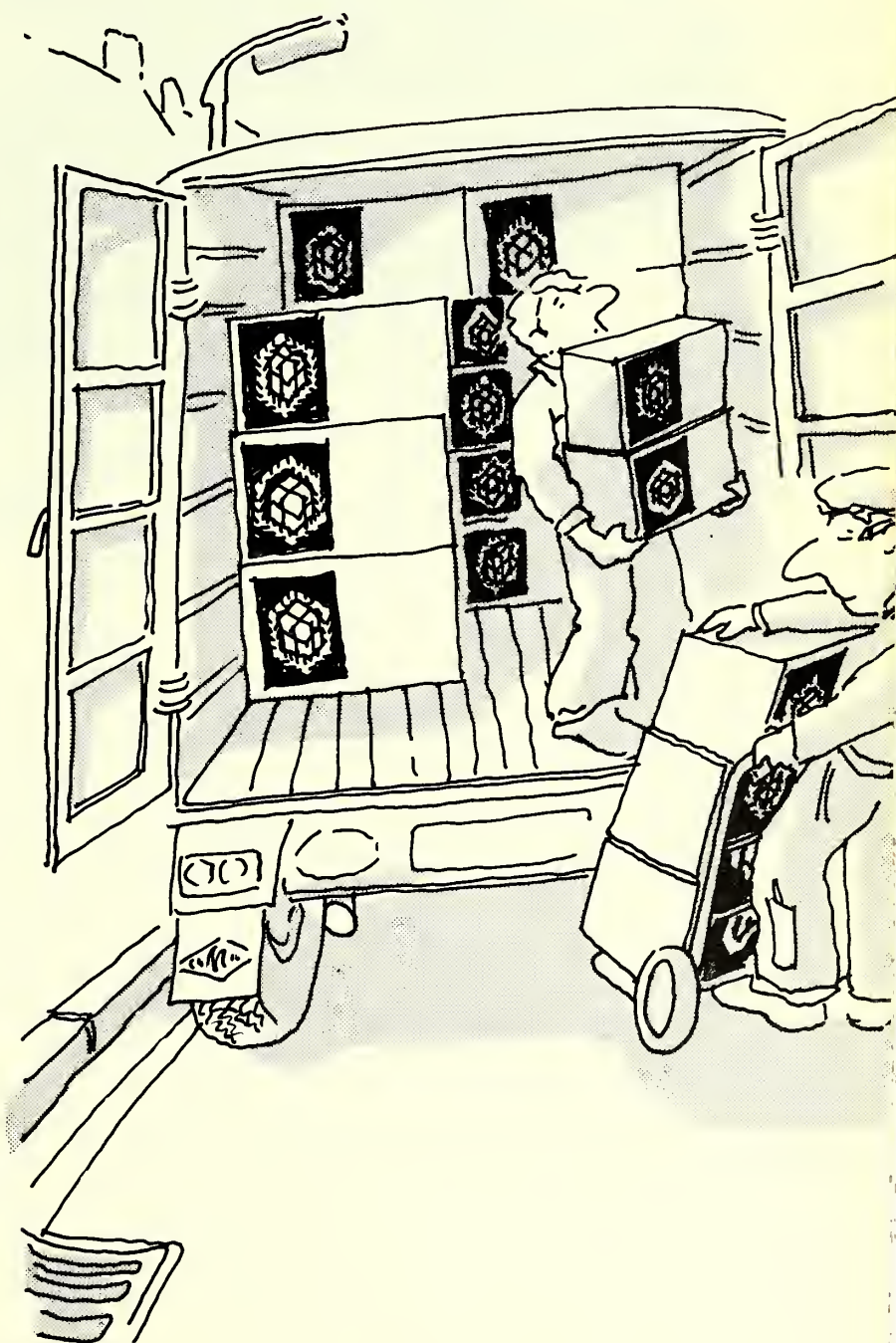
You'll need to formulate an effective training policy and put it into effect. Information about our requirements, about levy remission and exemption and about the DTA will be quickly supplied by your local Training Adviser.

We're here to help you go for gold.



The Gold Standard

Issued by the Distributive Industry Training Board,
MacLaren House, Talbot Road,
Stretford, Manchester M32 0FP.



BerkeyKeystone: pocket cameras you can afford to sell!



106

Built-in electronic flash. Extended range capability. 2 year warranty.

306

2:1 tele-zoom lens. Built-in electronic flash. Extended range capability. 2 year warranty.

You know how it is with a lot of popular cameras—you're expected to stock them but you're always being undercut. With Berkey Keystone it's different.

Our pricing and distribution policy gives you a really fair mark up.

You sell a first-class product.

Berkey Keystone are the most advanced popular cameras in the world.

The first with built-in electronic flash (we invented it!) and the first with a 2:1 zoom lens (the new 306). They have neutral density filters, allowing the full benefit of a fast (400 ASA) film. This extends its use

in daylight, doubles the

flash range and encourages your customers to take more shots, so you sell more film and processing!

All this, coupled with superb reliability (we have far fewer 'customer returns' than anyone else), means you can afford to sell Berkey Keystone in every sense.

Ask your film processor or wholesaler, or contact:

Bill Painter at
Berkey Keystone (UK) Ltd,
P.O. Box 5, Burrell Way, Thetford,
Norfolk IP24 3RB. Tel: (0842) 2484

Ireland: Orlaine Agencies, Unit 13,
Abbey Shopping Centre, West
Street, Drogheda. Tel: 7481.

Special Sales Offer!

We will allow you £1.50 to make a special offer of free processing to everyone buying a 106 or 306.

Point of sale available to help you put this offer over.



BerkeyKeystone

BRITAIN'S BEST-SELLING POCKET EVERFLASH CAMERAS.

PRESCRIPTION SPECIALITIES

KEFADOL injection

Manufacturer Eli Lilly & Co Ltd, Telford Road, Basingstoke, Hants.

Description Powder for reconstitution injection solution containing cerfamide 500 mg, 1g or 2g as the nafate plus sodium carbonate

Indications Infections of respiratory tract, genito-urinary tract, bones and joints, skin, soft tissue, gallbladder, peritoneum and bloodstream due to sensitive organisms

Contraindications Not to be used in pregnancy or in infants under three years

Dosage *Adults*—500 mg to 2 g every 4 to 8 hours, intravenously or by deep intramuscular injection. *Children and infants*—50 to 150 mg per kg daily in divided doses. Also see literature

Precautions Used with caution in penicillin-sensitive patients. Concurrent use of diuretics such as frusemide or ethacrynic acid may increase risk of a renal toxicity

Side effects Rashes, urticaria, eosinophilia and drug fever have been reported. Neutropenia and thrombocytopenia, also transient rise in SGOT, SGPT and alkaline transferase levels. Occasionally pain on intramuscular injection and, rarely, thrombophlebitis

Storage After reconstitution stored in refrigerator, 0° to 6°C, to be used within 96 hours; at room temperature, use within 24 hours. See literature for compatibilities with injection and infusion fluids

Packs Vials, 10 x 500 mg (£13.60 trade); 10 x 1 g (£25); 2 g (£5, min order 10)

Supply restrictions Prescription only. Hospitals only

Issued May 1978

NUELIN injection

Manufacturer Riker Laboratories, Morley Street, Loughborough, Leics

Description Clear, light brown, flavoured liquid containing theophylline sodium glycinate 120 mg (equivalent to 60 mg theophylline hydrate) in 5 ml

Indications As a bronchodilator in relief of brochospasm

Dosage *Adults*—10 to 20 ml, *Children 7 to 12 years*—7.5 to 10 ml; *2 to 6 years*—5 to 7.5 ml *under 2 years*—0.4 ml per kg. Dose can be repeated three or four times daily

Side effects Nausea or other gastric distress, palpitations and insomnia may occasionally occur

Dispensing diluent Syrup BP

Packs 500 ml (£4, trade)

Supply restrictions Pharmacy only

Issued May 1978

BC500 with iron tablets

Manufacturer Ayerst Laboratories Ltd, Invincible Road, Farnborough, Hants.

Description Red film coated tablet, printed "Ayerst 1143", containing ferrous fumarate 200 mg, thiamine mononitrate 25 mg, riboflavine 12.5 mg, nicotinamide 100 mg, pyridoxine hydrochloride 10 mg, calcium pantothenate 20 mg, ascorbic acid as sodium ascorbate 500 mg

Indications Iron deficiency when therapeutic doses of water soluble vitamins are also needed

Dosage One tablet daily. Not recommended for children

Precautions Iron chelates with tetracyclines and may impair absorption of both drugs. Pyridoxine may antagonise levodopa

Side effects As with all iron preparations, nausea, gastrointestinal irritation and constipation may occur rarely

Packs 100 tablets (£4.20 trade)

Supply restrictions Pharmacy only

Issued May 1977

One-Alpha 0.25 mcg

One-Alpha capsules containing 0.25 mcg 1 α -hydroxy-vitamin D₃ are now available from Leo Laboratories. One-Alpha 1 mcg capsules are already on the market. One-Alpha 0.25 mcg are yellow capsules, packed in 100s (£7.50 trade) and are prescription only. *Leo Laboratories Ltd, Denmark House, Old Bath Road, Twyford, Reading, Berkshire.*

MSD additions

Indocid-R capsules, containing indomethacin 75 mg in a sustained-release form have been added to the Indocid range by Merck Sharp and Dohme. The transparent capsules with blue and white pellets are packed in bottles of 100 (£15.65 trade). Dose is one capsule once or twice daily depending on patient's needs.

Clinoril 200 tablets have also been introduced. The yellow, scored, hexagonal tablets contain sulindac 200 mg and are marked "MSZ 942" (100, £18.70; 500, £88.90 trade). Both preparations are prescription only. *Merck Sharp and Dohme Ltd, West Hill, Hoddesden, Herts EN11 9BU.*

Nilstim shortage

E. C. De Witt & Co apologise for any inconvenience caused by the temporary "out of stock" situation on Nilstim 100s, which was caused by unavoidable component shortage. Nilstim 100s are now in stock in Securitainers. Nilstim 250s continue to be available. *De Witt International Ltd, Seymour Road, London E10 7LX.*

Ostomy bags with snap-on flange

Squibb Surgicare Ltd are introducing a new range of ostomy equipment, Surgicare System 2, on May 8. It is suitable for both post-operative care and for routine management of ileostomies and colostomies.

The Surgicare System 2 uses Stomahe-sive with a new snap-on flange design as a base on which a range of pouches may be attached, removed and replaced as necessary. The advantage of this is that the trauma of the skin from repeated application and removal of adhesive appliances is avoided. This system is available in addition to the existing Surgicare range. *Squibb Surgicare Ltd, Reeds Lane, Moreton, Merseyside.*

Flatus patch

Cuxson, Gerrard and Co Ltd are marketing a new product for ostomists to eliminate the problem of flatus. They have developed, in their T range, a flatus patch—which can be used in conjunction with any make of ostomy bag or pouch—that allows flatus to escape slowly and silently, preventing bulging bags and the embarrassment that is sometimes caused when flatus is released all at once.

Each patch consists of a 1½ in adhesive square provided with vent holes which are covered by a black filter pad. The user makes two or three pin holes in his disposable pouch over which he sticks a patch. Supplied in re-sealable plastic bags of 100 (in outers of 10 bags £15 trade) the patches are available on FP10. *Cuxson, Gerrard and Co Ltd, Oldbury, Warley, West Midlands.*

Haldol concentrate

Haldol oral liquid concentrate (haloperidol 10 mg per ml) has been added to the Haldol range by Janssen Pharmaceutical. They say this is in response to requests from psychiatric hospital pharmacists for a liquid form which can be retailed for individual dosage. The concentrate (100ml, £17.70 trade) should normally be diluted. It is prescription only. *Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET.*

More APS tablets

Approved Prescription Services Ltd now have available methyldopa tablets BP 250 mg (500, £15.10; 1,000, £29.85 trade) and nitrazepam tablets BP 5 mg (500, £5.70; 1,000, (2 x 500) £11.25 trade). The latter are white, round, flat, bevel-edged tablets marked "APS" with a single break line on the reverse. *Approved Prescription Services Ltd, Whitcliffe House, Whitcliffe Road, Cleckheaton, West Yorks.*

COUNTERPOINTS

Improved dispenser for Adexolin pack

A new improved drop dispenser bottle is being introduced for both the 10ml and 50ml sizes of Adexolin vitamin drops. Farley Health Products are also giving the brand a slightly taller pack size and a new surface design which features the copyline "Adexolin vitamin drops A, C and D for a strong start in life!"

Dimensions of the outer carton are being adjusted to accommodate the new size pack but otherwise the content, price and case size (25 x 10ml and 25 x 50ml) remain unaltered. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

Double sales for Complian

Farley Health Products Ltd say that the combined television and radio advertising campaign for Complian scored a "runaway success in the London area where sales of the product doubled." The package is being repeated in the Midlands and Ulster from May 15.

The January/February campaign used a new commercial aimed at creating a younger image for the brand, and for the first time the campaign was boosted in London and Granada areas with radio advertising featuring three different commercials. "As a result we doubled our sales in London where we had 35 radio spots a week" says product group manager (specialist foods) Tom Handley. "So rapid was demand that retail out-of-stocks shot up to 40 per cent. We expect the same if not a better sales performance in the Midlands and Ulster with the same weight television and radio package, but we've learnt our lesson of out-of-stocks!" *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

Egon Ronay guide with Poli-grip

Super Poli-grip from Stafford Miller is now featuring a consumer offer. The "1978 Egon Ronay Lucas Guide" will be offered at £1.50 plus postage and packing, instead of the usual price of £3.95. All that is needed are two Super Poli-grip cartons to accompany the request. In-store point of sale material will be available and the cartons will also carry details of the offer. *Stafford-Miller Ltd, 166 Great North Road, Hatfield.*

Valencienne pumice

Valencienne have added a synthetic sponge pumice (£0.32) to their cosmetic range. The newly developed material is recommended for the removal of corns,



callouses and dead skin. The Valencienne sponge pumice can also be used for removing hard skin from feet and elbows. *Valencienne Ltd, 10 Ellingford Road, London E8.*

E6 processing

Kodak Ltd say that a processing service for the new Kodak Ektachrome films process E6, is now available from the Kodak colour processing division at Hemel Hempstead. In-plant time should be approximately three days. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

One Cal in litre bottles

One litre bottles of One Cal are now available from RHM Foods, who have also added a shandy flavour to the range. The company says that low calorie soft drinks are now the main growth sector of the canned soft drinks market. The addition of shandy brings their range to six and it is said to be the first sugar-free shandy in the UK.

The development of one litre bottles is for the family looking for an economical sugar free soft drink—ideal, says the company, for young children with no danger to their teeth.

Both developments are currently being supported by a £400,000 television and radio campaign. Colour pages in *Slimming* magazines featuring model Marie Helvin are also planned. A competition along the lines of the one run last year in the London area will be featured on six northern radio stations—Pennine, Hallam, Tees, Metro, City and Piccadilly. It is a phone-in which breaks at Whitsun as a pop music quiz with £5,000 worth of records and Parker Swinger pens offered as prizes. *RHM Foods, Ltd, 10 Victoria Road, London.*

Savoury feeds

Milupa have introduced three new savoury infant foods to their range. The mixed vegetable and cauliflower varieties are gluten-free and the carrot and tomato variety contains no meat extract and is suitable for vegetarians as well as infants. The 120g cartons (£0.54) are packed in outers of one dozen. A bonus operates on opening orders. *Milupa Ltd, Milupa House, Lyons Estate, Cowley Peachey, Uxbridge, Middlesex UB8 2JA.*

Almay for summer

Summer fashion colours are said to be "soft and pretty pastels in every conceivable shade." Almay are following this theme with their new colour range for eyes. Colour rich shadows (£1.20) are subtle, muted shades, each with Almay's hypo-allergenic formula. They are packaged in a black compact with see-through lid, foam-tipped applicator and transparent protector for the shadows. The colours available are: blueslate frost, twilight blue, frosted delft, silver moss, frosted fern, chocolate ice, bare shine, and iced creme.

Almay's colour rich collection will be available for sale from early June. *Almay Cosmetics, 225 Bath Road, Slough SL1 4AU.*

Shower hat bonus

Retailers placing orders for Steada Raywarp's de luxe range of bath and shower hats during May and June can gain a bonus. On a box of each of six types, 24 assorted, worth £80.56 there is a discount of £4.96. Christmas covers have been produced to slip over existing packs; delivery in August for Christmas. *Steeda Raywarp Ltd, Grove Road, Castle Boulevard, Nottingham.*

Nivea's added bonus

Nivea Toiletries are promoting their most popular size of Nivea Cream (45g) with an offer of an extra 25 per cent extra free. The pack is flashed to create immediate point of sale impact. The offer is available throughout May and June. *Nivea Toiletries Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU.*



Free spray from Molinard

A spring promotion from Parfums Molinard comprises a free 10z eau de toilette spray given away with every fragrance item purchased. This offer will be from the end of May for a limited period and is the first time the company has had a nationwide promotion of this kind. Counter display cards have been designed to publicise the offer. *Distributors Diver Salon Ltd, 14 Mile Street, Bradford.*

Pup trainer from Shaws

A new aid for training puppies to urinate in the right place comes from the St Aubrey range marketed by Shaws Veterinary Chemists Ltd. A few drops of puppy trainer are put on to newspaper, and the puppy is encouraged to sniff the area often, particularly on waking and after meals. The trainer (£0.89) can also be used outdoors to entice the animal to a convenient place. *Shaws Veterinary Chemists Ltd, Stocklake, Aylesbury, Bucks.*

Selected range for the Securitainer

Johnsen & Jorgensen (Plastics) Ltd will be introducing a selected range of seven sizes of Securitainer available with grey bodies and white closures from a continuous production programme with supporting stocks. Sizes are: 26 x 51 (27 cc); 35 x 52 (50 cc); 49 x 58 (105 cc); 49 x 100 (180 cc); 62 x 90 (260 cc); 75 x 130 (540 cc); 109 x 130 (1,150 cc). The range has been chosen to include the most popular sizes with as wide a selection of capacities as possible. By buying from the selected range, customers should avoid the batch manufacturing delays that arise when ordering from all the sizes available in the standard range. *Johnsen & Jorgensen Group, Herringham Road, London SE7 8NN.*

German chemicals in the UK

John and E. Sturge Ltd are now marketing in the UK chemicals manufactured by the German company, Lehmann & Voss Co. The range includes magnesium oxides and carbonates in grades suitable for cosmetic and pharmaceutical industry applications. *John & E. Sturge Ltd, 1 Wheleys Road, Birmingham.*

Nappy leaflet

"Nappies the caring way" is the third leaflet to be published by the disposable nappy information service. Available from the marketing services of Robinsons

(with a 7½p stamp), the leaflet deals with the cost and time effectiveness of using disposable nappies. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

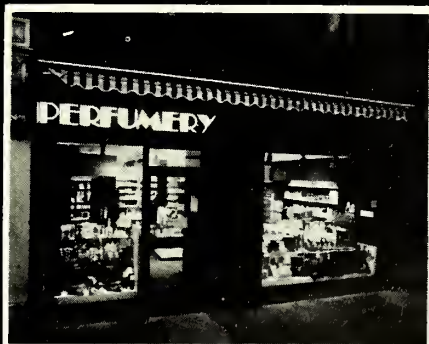
Colour in focus with CT Valupaks

Agfacolor CT18 and CT21 (35 mm 36 exp) twin Valupaks from Agfa can save buyers £2 on the Bob Clark and Jorge Lewinski's book "Colour in Focus". This hard back volume normally sells at £5.50, but is on offer on Valupaks at only £3.50. Illustrated throughout in full



colour it is described as a "must" for the photo enthusiast with chapters on colour printing, portraiture and creative photography. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.*

Dispense with diminishing sales.



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COUNTERPOINTS

Colgate-Palmolive's sporting challenge

Following their Golddigger promotion last year which raised £25,000 towards building children's playgrounds, Colgate-Palmolive's promotion for 1978 is all about "Sporting world"—a scheme specifically designed to help Britain's amateur sporting associations. Begun on March 27 the scheme runs for an extended period to span the principal Colgate sponsored events, all of which are expected to receive national television and Press coverage. The brands participating are Ultrabrite, Colgate, Palmolive soap, Fresh soap, Soft & gentle, Palmolive family shampoo and shaving preparations. Each proof of purchase sent in by a consumer (not restricted to flashed packs) represents a 5p contribution towards the target of £25,000. In-store collection units are eliminated because consumers are asked to send their proofs direct to the company.

Three different consumer offers will generate consumer involvement. The current offer provides "teach yourself" wall charts featured on Colgate, Ultrabrite and Fresh soap. The second offer begins on May 8 on selected toiletry items and will consist of a competition with the top prize of a trip to any sporting event anywhere in the world. From June 19 another consumer offer will comprise a sporting picture quiz with 50 prizes of £100 vouchers from Lillywhites.

40,000 schools, clubs and associations are also being invited to take part in the collection scheme and the group collecting the most packs will receive a cup to be presented by a number of sporting personalities with a cheque for £250 towards sporting equipment. The next 20 groups will each receive a cheque towards equipment and another £100 towards an amateur sporting association of their choice. In addition a sporting essay competition, open to all, will have a top prize of £50. A range of in-store point of sale material will support this scheme. Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.

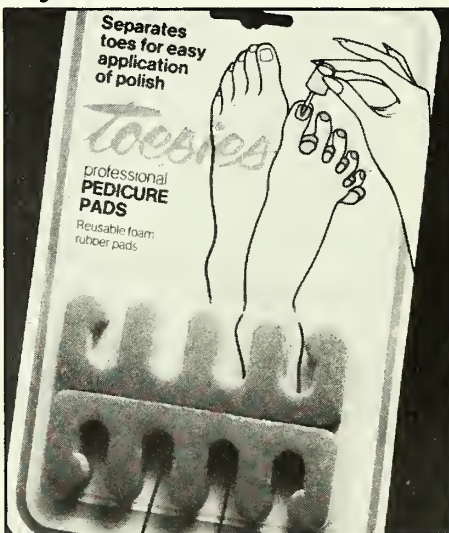
Max Factor launches

Max Factor are relaunching their Ultralucent skin care range which includes ten products, all of which are uncartoned and presented in light unbreakable packaging. A new lucite permanent display unit merchandises the complete range. The product for normal skin, identified by dark blue graphics on the packs, include a milky cleanser (£1.35), a facial freshener (£1.35), moisturiser (£1.50) and night cream (£1.65); for dry skin, recognisable by brown graphics, a creamy

cleanser (£1.35) a non-alcoholic toner (£1.35), enriched moisturiser (£1.50) and an enriched night cream (£1.65). An eye cream (£1.35) and a firming facial masque (£1.50) are available for all skin types. From June Max Factor say that this skin care range will have a wider distribution than before.

The company is also introducing a Maxi-thick double-lash mascara to the Maxi range of cosmetics (£0.70). It is a lash thickener which is said to be resistant to smudging, smearing and flaking. It is described as a smooth creamy fibre-free formula suitable even for contact lens wearers. The mascara is available in black, brownish black and brown and will be on sale from June. Max Factor Ltd, 16 Old Bond Street, London.

Eylure's Toesies



Toesies have been introduced by Eylure to separate toes during a pedicure. Simple strips of foam rubber neatly divide each toe from the other (£0.59) and can be reused. Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent.

Arden's day cream

For the woman who wants a "no make-up look" but also wants to have her complexion protected, Elizabeth Arden have introduced an All Day cream (80ml jar £4.50, 50ml tube £3.20). This is a lightly scented non greasy cream which is formulated with a sunscreen plus a moisturiser to guard against drying hazards of the environment. The cream is available in two shades; natural and golden tan. The company has also added a new kohl black shade to their creative colouring pencil range (£1.10). Elizabeth Arden, 76 Grosvenor Street, London W1A 2AE.

Rimmel's new skin care system

Rimmel have introduced a series of skin care products to complement their extensive cosmetic range. There are eight products including a cleansing milk (£1.10), a toning lotion (£1.10), a moisturising cream (£0.99), and a night cream all for normal skins (£0.99); a cleansing lotion for oily skins (£1.10); a cleansing milk (£1.10) and a toning lotion for dry and sensitive skins (£1.10), and a moisturising cream for dry skin (£0.99). The advertising to launch this new skin care system will appear during June and July in full colour double pages in *Woman's Own*, *Woman's Story*, *Woman's Weekly*, *She*, *True Story*, *True Romances* and other women's magazines.

The self service dispenser for the Rimmel skin care series has a base measurement of 12in by 20in and displays the entire initial order. It will be delivered to the trade in mid-May with a supply of folders to help consumers choose the right products for their skins. Rimmel International Ltd, 17 Cavendish Square, London W1.

Waterproof Pearls of Outdoor Girl

Waterproof Pearls is a new range of Waterproof eye shadow from Outdoor Girl (£0.55) which, they claim, will withstand rain, wind, tears and swimming. They come in plastic tubes for finger application and are available in six shades; waterbaby blue, brown, beige, green, slate and white. The company have also added a new shade of browny black to their three mascaras—runproof Marvelash (£0.62), Marvelash (£0.62) and Lashings (£0.65).

Outdoor Girl have also introduced an eye make-up remover lotion (£0.52) to take off the waterproof products. It is an unperfumed creamy lotion which they say is mild and non-sensitising. Outdoor Girl Cosmetics, Surbiton, Surrey.

Allurell size

Allurell hairspray is now available in a 60g size (£0.55). L'Oreal (Golden Ltd), 18 Bruton Street, London, W1A 1BX.

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Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

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Skin film analogue cream	40gm	£0.71	£0.06	£1.15
	450gm	£3.78	£0.30	£6.12
†PARATULLE*				
Individually wrapped, sterile paraffin gauze BPC.	10: 10cm x 10cm	£0.60	£0.05	£0.97
	10: 10cm x 40cm	£1.47	£0.12	£2.38
†LIONET*				
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†Drug Tariff

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COUNTERPOINTS

Simply Sensational now distributed nationally

Poly Simply Sensational (£0.95) is now being introduced in the Anglia, Lancashire, Border, Trident and Scottish TV areas to complete national distribution.

Newly-devised display trays, 25cm deep and 45cm wide, are vacuum formed and designed to use singly to hold 18 drums of the product or in adjacent pairs to provide a full display of the shade range. There are also a shade guide book and a three-fold full colour show card. *Halls Hudnut, Chestnut Avenue, Eastleigh, Hants.*

Secto root powder

Many plants, especially vegetables of the brassica family, are susceptible to attack from insect pests both at and below ground level. For this reason Secto Co Ltd have introduced Secto root and stem insecticide (200g £0.70) effective against cabbage root fly, lettuce root aphid, cutworms, millipedes and other common soil pests. It contains a dual action formula of mercurous chloride and Diazinon and when used as directed will not taint the vegetables; an applicator spout is incorporated in the pack design. *Secto Co Ltd, Carlinghurst Road, Blackburn.*

Professional approach to health foods

A call to inject a more professional approach into the health food trade has come from the newly elected chairman of the Health Foods Manufacturers Association—Mr Neville Kirby, managing director of Appleford Ltd. Mr Kirby takes the view that although the market is growing it is still regarded as being "folksy", confined as it is largely to the devotees of the health food shop. "Right along the line from manufacturer to consumer, by way of the entire merchandising and retailing operation, we must get across the message that here we have something that is different but credible, to high standards and necessary to our well-being. The consumer is bombarded, conditioned and sometimes confused, by the very sophisticated techniques employed by general food manufacturers. We in the health food trade have been clinging to the belief that being good is enough but it is not."

The Health Foods Manufacturers Association has recently negotiated an approved Code of Advertising Practice for herbal and homeopathic related products, with the Department of Health. *Appleford Ltd, Poyle Close, Colnbrook, Slough, Berks SL3 0AB.*



Flashgun from Nissin

Nissin have introduced a new electronic flash designed for Polaroid Pronto or 2000 series cameras. It will also fit the Keystone Wizard. The Nissin FIP (about £18) has a one-touch lever-lock which positively clamps the electronic flash into position and automatically links it with the camera's flash socket. The guide number is quoted by the makers as 28 in metres (95 in feet) with Polaroid film or 100 ASA (21 DIN). The power source is four penlight batteries which provide around 40 flashes per set, (150 with alkaline); flash duration 1/500th sec, recycling time 12-14 seconds and there is an open flash button. Without batteries the unit weighs 8oz. Distributors *Mayfair Photographic Supplies (London) Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW.*

Leichner news

A spring campaign from Leichner features the merchandising of all shades of Duo cream powder eye shadows with a special offer on Kamera Klear Flash Lash mascara—down, for the promotional period, from £0.75 to £0.65. Bubbly brown is a new shade of Flash Lash mascara which is featured in the promotion alongside mid-brown, jet black, gun grey and navy blue.

Another new addition is a range of four shades of kohl pencils (£0.45). The shades are brown, charcoal, black and slate and the pencils will be sold into the trade in a cardboard counter unit holding twelve of each of the four shades. *L. Leichner Ltd, 82 Brompton Road, London SW3.*

Injection moulded veterinary syringe from Venesta

Venesta International Packaging have developed a special injection moulded plastic syringe for a range of Beecham veterinary products. The drugs are dispensed in an oily suspension and previous syringes used by Beecham had a leakage rate of up to 40 per cent. Venesta, part of Metal Box, designed a syringe plunger with a series of flexible ring seals built into its head. To prevent leakage from the cap on the barrel, it is moulded with three sealing points—a snap-on flange at the base of the nozzle, another small flange half-way up the nozzle and small pip at the end of the cap which fits into the tip of the nozzle. *Metal Box Ltd, Queens House, Forbury Road, Reading RG1 3JH.*

2,000 jewellery lines

Lloyd Cole, an importer, manufacturer and distributor of gold and silver, is offering some 2,000 jewellery lines including ear-rings, charms, bracelets, rings, pendants, brooches and chains. *Lloyd Cole, 37 College Avenue, Maidenhead, Berkshire SL6 6A2.*

Braun shaver promotion

Braun UK are offering a £5 refund to customers purchasing a Braun micron shaver between now and June 30. A Press advertising campaign announcing the promotion will be appearing in the *Daily Mail, Daily Mirror, Daily Express, Daily Record, the Sun* and the *TV Times*. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Law relating to shops

A revised edition of "The law relating to shops" by H. Samuels, OBE, MA, a standard work on the shopkeeper's responsibilities as an employer, was published in 1974 by Charles Knight, a division of the Benn Group. Despite the passage of time, much of the information is still valid, but because the book is four years old, the price has been reduced from £4.35 to £1.50.

The contents of the book include a table of statutes, shop and shop assistant, shop authorities, the shop assistant's half-holidays and meal times, young persons, early closing days, closing hours, Sunday closing, health, safety and welfare of shop workers, claims for contribution to expenses. *Charles Knight & Co Ltd, 25 New Street Square, London EC4 3JA.*

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Sure Deodorant	6 x large	2.11*	73p	49p each	22.5%
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Hay fever and OTC products used in its treatment

by A. Li Wan Po, BPharm, PhD, MPS, department of pharmacy, University of Aston

Hay fever (seasonal allergic rhinitis, seasonal paroxysmal rhinorrhoea or pollenosis) is an allergic condition apparently due to an antigen-antibody reaction in the nasal mucosa (1). The usual antigens are pollen grains, possibly following lysis by enzymic constituents of nasal mucus.

The main antigens explain the very pronounced seasonal patterns shown by the condition. Diagnosis is usually easy as attacks only occur during the pollen season. Although allergic rhinitis rarely produces medically serious or life threatening symptoms it is nonetheless a depressing condition for the patient. It is difficult to assess and to quantify but in one study (2) 12 per cent of the sample claimed to suffer from hay fever. It appears to be less prevalent in those aged 55 years or over, possibly as a result of auto-desensitisation. Certain immigrant groups such as West Indians are also more susceptible to it (3).

The main symptoms in order of frequency are sneezing, stuffy nose, red itchy eyes, wheezing and coughing (2). The attacks last for a few hours and are usually less tolerable in hot and humid climates although the pollen count is highest in dry weather. There is usually a spontaneous remission after several years, although some patients subsequently develop pollen asthma.

Treatment

There are two main approaches to the treatment of allergic rhinitis—specific desensitisation and drug therapy. Specific desensitisation would appear to be the only method offering long term relief, but even then success can be unpredictable. In view of the cost, the potential risk of anaphylaxis and the possibility of immune disorders, the method would appear to be justifiable only after antihistamines and intranasal corticosteroids have failed (4). Treatment for three consecutive seasons is also necessary for long term relief.

Drug therapy is based on three main groups of compounds—the antihistamines, the corticosteroids and the decongestants. More recently, sodium cromoglycate has been tried in allergic rhinitis and variable results, mainly positive, have been reported using nasal insufflations and drops (5-9). It is thought that this compound works by preventing the antigen-antibody reaction from disrupting the mast cells and releasing histamine and other vasoactive compounds. Because of its cost, its main justification would appear to be its usefulness in reducing corticosteroid dosages in the more severe cases of hay fever. Corti-

costeroids are fairly frequently prescribed in such cases and the intranasal application is usually preferred because of the lower risk of side-effects such as adrenal suppression. For the self-treatment of allergic rhinitis, choice of a suitable product rests almost exclusively on the antihistamines and the decongestants.

Antihistamines

Antihistamines are useful because in allergic rhinitis the antigen-antibody reaction leads to the release of histamine which initiates the local inflammatory response. A recent survey (10) indicated that in June 1976 at the height of the hay fever season, on certain days, as many as 30 per cent of the prescriptions dispensed included an antihistamine preparation and an average figure of 17 per cent was found for the month of June. A second survey (11) indicated that over 30 per cent of the patients buying antihistamine products sought advice from pharmacy staff. The opportunity for patient counselling in hay fever treatment can therefore be gauged.

The antihistamines may act through several mechanisms, but their primary effect is competitive antagonism to histamine. They appear to be able to occupy the histamine receptors without initiat-

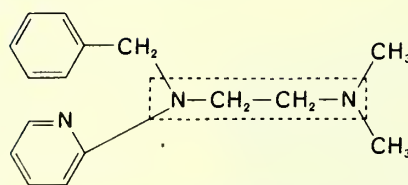
ing the histamine effects. This competitive antagonism is to be contrasted with the physiological antagonism exhibited by sympathomimetic agents such as adrenaline. Currently two distinct types of histamine receptors (H_1 and H_2) are known. H_2 receptors (12) have recently attracted much attention as a result of the availability of cimetidine, an agent which appears to have specificity for these receptors, making it useful in the treatment of peptic ulcers. The antihistamines used in the treatment of allergic rhinitis are histamine H_1 receptor antagonists and all further discussion will be about these.

Antihistamines are usually arbitrarily classified into chemical groups and several classifications have been used. Table 1 lists the antihistamines in five major chemical groups. Most antihistamines possess a cyclic nucleus linked to a side chain and, except for the phenothiazines, the groups are named after the side chains indicated by the boxed areas of the formulae.

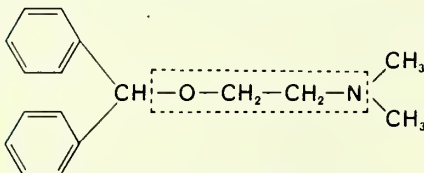
A knowledge of the chemical classifications of the antihistamines is useful when evaluating medical literature and also because when a patient fails to respond to one particular antihistamine, an alternative product from another

Continued on p717

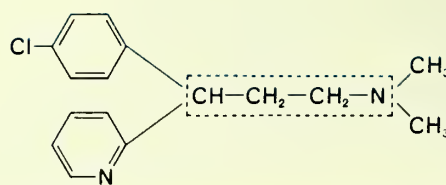
Table 1. Chemical classification



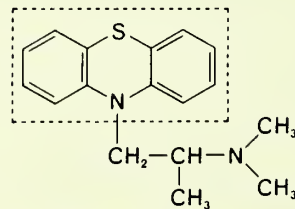
Ethylene diamine derivatives eg tripeleminamine. Other members of group methapyrilene, pyrillamine, antazoline



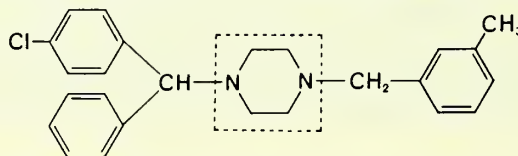
Ethers or ethanolamine derivatives eg diphenhydramine. Others doxylamine, carbinoxamine, mebropfenhydramine



Alkylamines eg chlorpheniramine. Others—pheniramine, brompheniramine



Phenothiazines eg promethazine



Piperazine derivatives eg meclozine. Others—cyclozine

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① Reference: 1. Wieg, MH (1965). Journal New Jersey Dental Society 37, 169. Further information is available from Lloyds Pharmaceuticals Ltd., Reckitt & Colman Pharmaceutical Division, Hull.
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OTC products for hay fever

Continued from p714

chemical group may be suggested (13). Additionally, certain side effects may be more pronounced with derivatives of one chemical group than of another as can be seen from table 2.

The choice of antihistamine will depend on potency, duration of action, toxicity and dosage form. The relative potencies of the antihistamines are reflected in their relative recommended dosage (table 3). Most have a duration of action of about three to four hours although a few may be effective for up to 24 hours. The suggested dosage frequency given by manufacturers is a good indicator of length of action.

Drowsiness is by far the most common unwanted side effect of antihistamines although in certain cases this is actually exploited. Alcohol and other depressant drugs are obviously contraindicated. Much effort has been placed in producing antihistamines with little or no depressant effects. Although it is true to say that certain of the antihistamines are generally less sedative (14,15) than others, all products available can produce drowsiness in susceptible patients. This side effect is generally more pronounced with the ethanolamine and the phenothiazine derivatives than the alkylamines.

Table 2. Properties of antihistamines.

	Sedation	Anticholinergic effects	G.I. upset	Others
Ethylene diamine derivatives	+	+	+++	
Ethanolamine derivatives	+++	+++	+	
Alkylamines	+	++	+	
Phenothiazines	+++	+++	+	photo-sensitisation shown to be teratogenic in animals
Piperazines	+	+	+	

+++ well marked effect. ++ moderate effect. + effect present.

Anticholinergic effects which include mucous drying (which may be useful in the initial stages), tachycardia, decreased gastro-intestinal motility and blurring of vision can occur fairly frequently, especially with the ethylene diamines.

Decreased lactation, loss of appetite, nausea, diarrhoea and vomiting have also been reported as side effects of antihistamines. Occasionally more serious side effects, including blood dyscrasias, have resulted. The antihistamines also have the potential to stimulate higher centres and thereby produce convulsions (16) and so should never be given to major epileptics. Foetal abnormalities have been shown in laboratory animals (17) and therefore antihistamines, in particular the piperazine derivatives, should not be given to pregnant women.

Most antihistamines have an onset of action about 15 to 20 minutes after ingestion. Their excretion patterns and hence their length of action may be significantly different (18). Peak performance could also be different and

this in turn could affect the time of onset of side effects (19). Hence the assumption that if a patient takes an antihistamine several hours before driving, he can drive safely, can be dangerous as drowsiness does not reach its peak until many hours after ingestion. The safest approach would be for the patient to try the antihistamine for several days, to see if he is susceptible to drowsiness, before attempting to drive or operate machinery.

Various useful antihistamines have short half-lives and to overcome repetitive dosing at short intervals many have been formulated as sustained release dosage preparations (20,21,22). Triprolidine, which is usually active for about three to four hours (23) when formulated as a sustained release preparation, still possesses significant activity 24 hours after ingestion (24). Besides prolongation of action and improved patient compliance, formulation of drugs as sustained release preparations

Continued on p719

Table 3.							
Product	Manufacturer	Presentation	Strength	Lowest recommended dose (adults)	Dose frequency	Composition	Note
Actidil	Wellcome Foundation Ltd	tablets	2.5mg	1	every four to six hours	triprolidine hydrochloride	
Anthisan	May and Baker	tablets	100mg		three times daily	mepyramine maleate	
Benadryl	Parke-Davis	elixir	25mg per 5ml	1			
		capsules	25mg	1	three times daily and one at night	diphenhydramine hydrochloride	
Daneral SA	Hoechst	tablets	75mg	1	one at night	pheniramine maleate	S/R
Dimotapp LA	A. H. Robins	tablets	12mg	1 to 2	every 12 hours	*brompheniramine maleate	S/R
			15mg			phenylephrine HCl	
			15mg			phenylpropanolamine HCl	
		elixir	4mg	5 to 10ml	every four hours	brompheniramine maleate	
			5mg				
			5mg				
Dimotane	A. H. Robins	tablets	4mg	1 to 2	every four hours	brompheniramine maleate	
		elixir	2mg per 5ml	10ml	every four hours	brompheniramine maleate	
Dimotane LAA	H. Robins	tablets	12mg	1	every 12 hours	brompheniramine maleate	S/R
Eskornade	S.K. & F	capsules	5mg	1	every 12 hours	*diphenylpyralline HCl, phenylpropanolamine HCl, isopropamide	S/R
			50mg			*diphenylpyralline HCl, isopropamide	
Eskornade	S.K. & F	syrup	2.5mg	10ml	three times daily	*diphenylpyralline HCl, phenylpropanolamine HCl, isopropamide	
			1.5mg				
			50mg				
			2.5mg				
Histryl	S.K. & F	capsules	5mg	1	every 12 hours	diphenylpyralline HCl	S/R
		paediatric capsules	2.5mg			diphenylpyralline HCl	S/R
Piriton	Allen & Hanburys	elixir	1.5mg per 5ml	10ml	four times daily	diphenylpyralline HCl	
		tablets	4mg	1	three times daily		
		Spandets	12mg	1	every eight hours	chlorpheniramine maleate	S/R
		Duolets	8 mg	1	every eight hours		S/R
		syrup	4mg per 10ml	10ml	three times daily		
Phenergan	May and Baker	tablets	10mg	1	twice daily	promethazine HCl	
		tablets	25mg	1	one at night		
		elixir	5mg per 5ml				

*Antihistamine component. S/R Sustained release preparation.

Beecham Bulletin

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HOME MEDICINES
The Business
Builders**

Diocalm—all the signs foretell

SUPER SUMMER FOR CHEMISTS

MORE people going abroad than ever before. Package holidays sold out. Ferries, planes booked solid. This is what every travel agent reports this year. And this is why it's going to be a record summer for Diocalm.

Today, virtually unopposed, the only widely known antidiarrhoeal tablet available off prescription, Diocalm is backed year-round by heavy advertising support. Through summer that support takes on a new twist with new ads and new high-frequency appearances.

Chemists' gain

ALL of which means a big gain for chemists. Because Diocalm is a chemist-only brand. When customers want it – and this year they will more than ever – they must come to the pharmacy. It's a golden opportunity in every sense.

No clioquinol

TO maximise it, retailers need do only three things: Stock up with Diocalm. Display Diocalm well. And remind customers that Diocalm contains no clioquinol and may be taken with confidence. This simple triple action will bring its own rewards – for chemists and their customers.



SECRET SALES WEAPON!

More than just an eye-catching show-card, this attractive face conceals a handy dispenser for use only by counter staff – an easy way to speed sales.

SETTLERS SPEED FURTHER AHEAD

NO question about it, new Settlers have found the formula for success. Since relaunch with 20% more relief-giving ingredients the brand has sped further and further ahead and now stands joint No. 2 in the market.

Predictions are that it won't wait there for long but, with continued heavy press support and concentrated summer TV to come, will very soon take off again.

New way to clean up



OUTSTANDING success in clearing spots and pimples means that chemists everywhere are cleaning up on Clean and Clear, Beecham's new scientific acne treatment.

An instant winner with teenagers, this chemist-only brand is scheduled for a further £200,000 worth of advertising support. Altogether, the message is clear: to clean up more, stock up more.

Winning double

ALWAYS big sellers in summer, Germolene Footspray and All Fresh Clean-up Squares this year get an extra boost – customer incentives, sales-making display and support.

All Fresh is available in a special-price pack so retailers can pass on savings to stimulate sales. Footspray again comes with the ever popular 25% extra. And, for this brand, there's renewed summer-long advertising.

A combined display-dispenser rounds off the push for both brands and more than earns its place on counter or gondola.

GROWING NEEDS- GROWING SALES

SUMMER weather, summer holidays... when these arrive, Dinneford's Gripe Mixture and All Fresh Baby Bottom Wipes always come into their own.

That's why it's wise to stock up more than usual with both brands. And to do it now – before mums come in demanding Dinneford's for grouchy babies and the Wipes to ensure nicer nappy changes away from home.

NEWS FLASH!

FIELD reports show cold, flu, coughs still about. A warning to keep high stock levels of Beechams Powders, Hot Lemon, Night Nurse Cold Remedy, Veno's Cough Mixtures and Mac Lozenges.

OTC products for hay fever

Continued from p717

may also reduce local irritation of the gastro-intestinal mucosa. It is known that the symptoms of seasonal allergic rhinitis show a diurnal variation (2) such that symptoms are worst in the morning. A sustained release preparation taken late at night could therefore produce maximal effects when they are most needed.

Other aspects of dosage form design should also be considered in patient counselling. Most pharmacists have come across patients who are unable or unwilling to swallow solid dosage forms so that an elixir may be advised. Some of the symptoms of hay fever may be so well defined and isolated from others that it is tempting to treat the most troublesome symptom in isolation and an eye drop or a nose drop is prescribed. Antazoline has been claimed to be the antihistamine least likely to irritate mucous membranes (24A). In advising patients it may be useful to remember that almost all drugs applied topically within the nose may impair ciliary action (25) and may cause sensitisation (26,27). Impairment of ciliary action caused by disturbances in the innervational rhythms of the nose may have serious effects on the patients in that secondary infection may settle in more easily. If a patient insists on a topical nasal preparation a spray is to be preferred to a drop as it is usually more effectively applied than nasal drops (28) and systemic absorption is less likely.

The recommended dose of a given antihistamine will, as with all other drugs, depend on the age and state of the patient. With antihistamines, variation in response is unusually common so that dosage needs to be individualised and the patients will have to be informed of this.

The salt used is often based on the physical properties of the product. Solubility and ease of crystallisation may be improved. Taste and hence patient acceptability may be altered. Sometimes different salts of the same compound may have different biological effects. Thus the chlorotheophyllinate of diphenhydramine—dimenhydrinate—is generally thought to have better antiemetic properties than diphenhydramine hydrochloride. Toxicity may also be significantly different. The 1.5 naphthalene disulphonate—napadisylate—salt of mebydrolin is much less toxic on tissues than the hydrochloride (29). A knowledge of these possibilities is essential for effective patient counselling.

Decongestants

Sympathomimetic compounds are used both orally and topically (table 4). When applied topically they stimulate the α

adrenergic receptors and cause vasoconstriction thus reducing the blood flow in the engorged nasal area. One of the main problems with topical decongestants is that once the activity wears off compensatory vasodilation, better known as the "rebound effect", sets in and could be worse than the initial problem (30). To minimise this risk they should be used sparingly, for short periods and only the long acting products should be chosen (31, 32). In one study (33) addition of aromatic oils such as menthol was shown to reduce the amount of the active drug inhaled by patients. Although menthol possesses mild decongestant activity the difference could not be attributed to this property. Hence formulation can affect a product positively.

Sympathomimetic compounds given orally usually have a longer duration of action. However, since adrenergic receptors are widely distributed in the body, their effects are less specific than with topical applications. Drug inter-

actions are also more likely. Sympathomimetics should not be given to patients with hyperthyroidism, hypertension, diabetes mellitus and ischaemic heart disease (34). Patients with hyperthyroidism are already predisposed to cardiac irregularities (35) and further challenge by sympathomimetic agents is certainly unwarranted. Additional peripheral vasoconstriction caused by the sympathomimetic agents will increase the mean blood pressure and may adversely affect hypertensive patients. Oral sympathomimetics will also increase the blood sugar level which is highly undesirable in diabetics, especially those who are insulin dependent. These drugs may increase heart rate and in patients with ischaemic heart disease the end result could be an acute anginal attack or even a myocardial infarction.

Sympathomimetic amines can interact with a whole series of pharmaceuticals. The most widely known interaction is with monoamine oxidase inhibitors. Continued on p721

Table 4. Topical nasal products.

Product	Composition	Manufacturer	Dose frequency
Contac spray	phenylephrine hydrochloride 0.5% methapyrilene hydrochloride 0.2% cetylpyridinium Cl 0.02% thiomersal 0.001%	Menley & James	every three hours
Dristan mist	Phenylephrine hydrochloride 0.50% pheniramine maleate 0.20% isotonic solution	International Chemical Co Ltd	every three hours
Fenox drops	Phenylephrine hydrochloride 0.5% chlorbutol 0.35%		twice daily to four hourly
spray	Phenylephrine hydrochloride 0.5%	Boots Ltd	every three or four hours
Hayphryn spray	Phenylephrine hydrochloride 0.5% thényldiamine hydrochloride 0.1%	Winthrop Laboratories	every three or four hours
Illiadin mini drops	Oxymetazoline hydrochloride 0.5%	E. Merck Ltd	
Illiadin mini paediatric drops	Oxymetazoline hydrochloride 0.025%		
Neophryn drops	Phenylephrine hydrochloride 0.25%	Winthrop Laboratories	every three or four hours
spray	Phenylephrine HCl 0.50%		every three or four hours
Otrivine spray and drops	Xylometazoline hydrochloride 0.1%	Ciba Laboratories	twice or three times daily
Otrivine Antistin spray and drops	Xylometazoline hydrochloride 0.05% antazoline sulphate 0.5%	Ciba Laboratories	twice daily
Penetrol inhalant	Menthol 17.5% cajuput oil 2.5% lavender oil 8.0% eucalyptus oil 7.5% otto lavand 4% peppermint oil 0.2% IMS 60 per cent	Crookes Laboratories	
Vick Sinex nasal spray	Oxymetazoline 0.05% menthol 0.025% camphor 0.015% eucalyptol 0.0075% aqueous system	Richardson Merrell Ltd	twice daily
Eye drops			
Otrivine	Xylometazoline hydrochloride 0.05%	Ciba Laboratories	twice daily
Antistin	antazoline sulphate 0.05%		



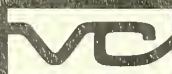
Vernon-Carus Ltd.

pioneered commercially produced Sterile Dressing Packs in the United Kingdom almost twenty years ago and have led the field ever since.

Vernaid^{REGD}
The BRAND LEADER



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for nappy rash

Our new Thovaline retail unit will replace the present 40g size, providing a more attractive and convenient unit to the customer. The new Thovaline 50g unit is presented in convenient packs of one dozen. Make sure you specify the new 50g size when ordering from your Wholesaler.

Ilon Laboratories (Hamilton) Ltd.
Lorne Street, Hamilton, Scotland.

OTC products for hay fever

Continued from p719

Concomitant administration of these drugs could result in potentially fatal hypertensive crisis (36, 37, 38) and should therefore be carefully avoided. The antihypertensive action of guanethidine, bethanidine, debrisoquin and other antihypertensives which work primarily by blocking the release of noradrenaline from the sympathetic nerve endings can be reduced by sympathomimetics, owing to competition for the same receptors (39). A short discussion of the more widely used sympathomimetic agents follows.

Ephedrine—an effective decongestant especially when applied topically. It also has bronchodilator properties when given orally and stimulates the CNS. It has to be administered three to four hourly and is preferably avoided in the evenings to avoid disturbing the sleep patterns.

Naphazoline—a potent vasoconstrictor with depressant activity when absorbed systemically. Irritation and stinging are fairly commonly experienced after topical application. It is usually effective for four to six hours when applied intranasally.

Oxymetazoline—a long acting decongestant. Twice daily applications are usually adequate and in some instances a single application may give relief for up to 16 hours. Several favourable reports in allergic rhinitis have been presented (40, 41).

Phenylephrine—a useful decongestant. It is unfortunately short acting (about four hours) and is also fairly irritant for the nasal mucosa. Phenylephrine is contraindicated in pregnancy where it may cause foetal hypoxia (41).

Phenylpropanolamine—more active than ephedrine as a vasoconstrictor but less active as a bronchodilator. Relatively small doses (50mg) have been reported to cause transient hypertension in patients (43, 44). It also has less CNS stimulant activity. Even then temporary acute psychoses have been reported (45).

Pseudoephedrine—an effective nasal decongestant (46) and may be preferable to ephedrine because it has less cardiovascular and CNS effects (47, 48). When combined with triprolidine the product has been shown to be more effective than either drug used singly (49).

Xylometazoline—long acting decongestant. One study however showed very little difference between 0.5 per cent saline solution and 0.1 per cent xylometazoline hydrochloride solution for the relief of nasal catarrh (50).

Compound preparations

Isopropamide iodide is an anticholinergic drug with peripheral effects similar to atropine and will therefore reduce bronchial secretions (51). However, since

many antihistamines have atropine-like effects, its inclusion in compound preparations is not an advantage (52).

Some manufacturers also promote compound products containing ingredients such as paracetamol and prepared ipecacuanha for the relief of the symptoms of hay fever but there appears to be little justification for these. Paracetamol can only be used in hay fever if there is accompanying headache. Even then, it is probable that relief of the more common symptoms of hay fever will in itself relieve the patient of the headache.

Conclusion

Hay fever produces distressing symptoms in affected patients and there is a real need for advice from the pharmacist. The range of products available is vast and the dangers of drug interactions are always present. The role of the pharmacist in advising patients in this group of drugs and on hay fever itself are:

☐ To confirm patients' self-diagnosis of

hay-fever.

☐ To recognise complications which may arise from uncontrolled treatment.

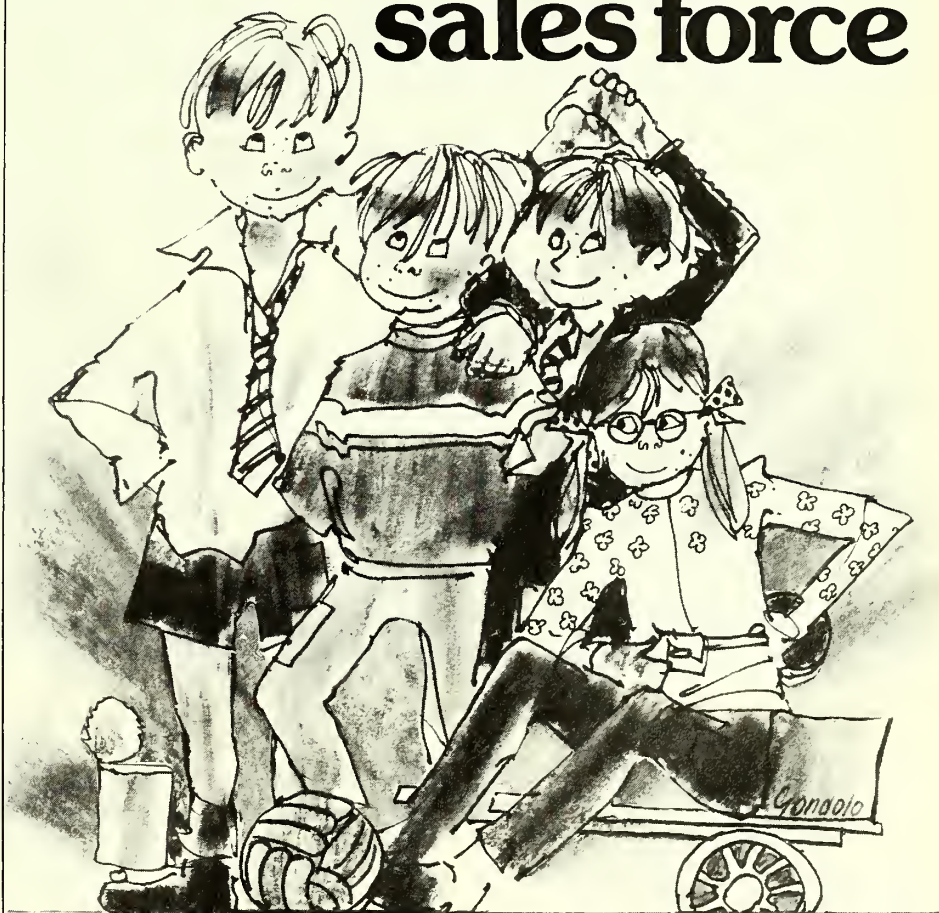
☐ To recommend the most suitable product to use if one is indicated. Single agent preparations are usually preferred to compound preparations.

☐ To advise on the proper use of the product counterprescribed to maximise the benefits and minimise side effects. For example the gastro-intestinal side-effects of the antihistamines may be minimised by taking them after food and the diurnal variation of the symptoms of hay fever make it best to recommend the use of a long acting or a sustained release product late at night. For optimum effects dosage and dose frequency must be optimal.

☐ To exclude potential drug interactions between any product recommended and other medication already taken by the patient. With antihistamines, drug interaction with alcohol is most important especially because many non-pre-

Concluded on p723

The Cidal sales force



CIDAL
for healthy skin

Cidal Soap for clean, healthy skins.

That's what we're telling
20 million mums this year, with
high-frequency magazine advertising.

And how the Irgasan in Cidal is that much
more effective against bacteria.

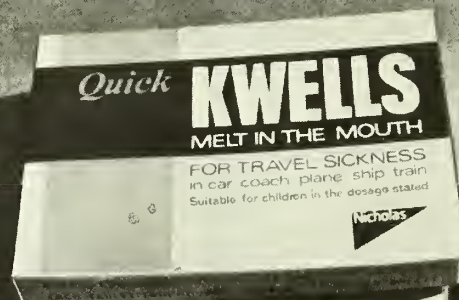
The advertising's about to break.
So check your stocks of Cidal Soap now.

For clean healthy skins.

Nicholas

Pharmaceuticals Toiletries
Hospital supplies
Kwells is a
registered trade mark

KWELLS A WINNER ALL THE WAY



Still Britain's family favourite after 30 years. And ready to take care of more travellers this year than ever before.

As you'd expect there are attractive bonus deals awaiting you on Kwells.

Plus colourful display material to catch the eye of anyone with a holiday in mind.

And plenty of free Car Bingo cards for children. To help make fun of every journey.

Of course, Kwells are now fully labelled for O.T.C. sales. But, if retail pharmacists require them, overstickers for existing stock are available from wholesalers or Nicholas representatives.

So, all that remains is for us to wish you a great summer. And a smooth ride. With Kwells.



KWELLS-Britain's leading travel sickness remedy.

Travel sickness remedies—a fairly static market

The growing popularity of holidays in far-flung corners of the earth does not appear to have had much effect on the market for travel sickness remedies.

In fact, Nicholas Laboratories, makers of Kwells, say there has been a slight decline in volume terms over the past few years probably due to improved suspension on cars and better and straighter roads. They estimate the market as worth just over £½m at r.s.p., with Kwells leading the market at a third of sales.

Stafford-Miller put a value of £400,000 on the total market at m.s.p. and say sales of Joy-rides increased by 30 per cent last year bringing their share in terms of m.s.p. close to the brand leader.

Car bingo

A new point-of-sale item and window offer are available for Kwells. Nicholas Laboratories Ltd, 225 Bath Road, Slough,

Berks, are repeating their car bingo giveaway, an "I spy" type of game involving road signs, animals, land marks, etc., designed to keep children occupied during long car or train journeys. Supplies of the car bingo cards and counter dispensers are available from the sales force. Also planned is a consumer Press advertising campaign in mass circulation Sunday papers and leading women's magazines during July and August.

A new campaign for Joy-rides began on May 1 with advertisements in *Woman*, *Family Circle*, *She*, *Mother*, *Parents*, *Readers Digest*, *Home and Freezer Digest* and *Woman's World*. This product is also supported by a promotion designed to keep children amused while travelling—free copies of the "I-Spy on a car journey booklet," worth £0.20. The booklets will be sent direct to consumers from Stafford-Miller Ltd, 166 Great North Road, Hatfield,

Herts, on receipt of the completed request forms available in point-of-sale dispensers.

Advertising for Marzine is concentrated in the week before peak holiday periods—Easter, spring and summer. During this time, advertisements appear in *Radio Times* and every day in the *Daily Mail*. One of two new advertisements has the headline "They were glad they took Marzine," referring to the fact that Marzine was chosen for all the Apollo space missions. A crown for use with the display outer continues the theme with a picture of an astronaut walking in outer space. Wellcome Foundation Ltd, Temple Hill, Dartford, Kent, say bonus terms can be obtained from the company's representatives.

Bonus terms and display material for Sea-legs are available from representatives of Duncan, Flockhart & Co Ltd, London E2 6LA.

Hay fever products

Concluded from p721

scription medications contain significant amounts of alcohol.

□ To exclude conditions in which any product recommended may aggravate the symptoms. This is particularly relevant with the systemic decongestants.

□ To ensure proper use of any topical product sold. The dangers of over-use must be stressed to the patient.

Self-medicating patients often move from one product to another. It is therefore important to ensure that if the use of one product, whether it is a decongestant or an antihistamine, is advised, the patient is not concurrently using another product with the same effect.

Finally, it is worth remembering that prevention is better than active treatment so that the patient should be advised to minimise exposure to pollen. A list of references is available from the author on request.

Eye drops bonus

Ciba Laboratories, Horsham, Sussex, are offering a bonus on Otrivine-antistatin eye-drops until the end of June. Available through representatives, the bonus is 12 as 10 packs on an order of 50 and 11 for 10 on orders of 20. The campaign is backed by a mailing programme to general practitioners offering them a sample of the 10 ml pack.

Ciba say the hay fever products market was worth about £3½m last year, an increase of 22 per cent over 1976. The market is always dependent on the pollen count and grew by over 32 per cent in 1976 as a result of the fine weather and high pollen count.

Recommend Sea-Legs and stop the miseries of travel sickness.

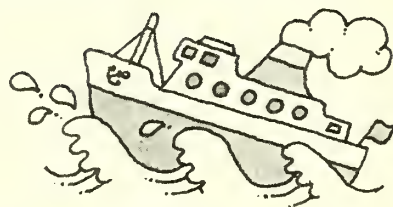
Sea-Legs, effective for a full 24 hours, is suitable for all the family and for all forms of travel. It can be taken the night before or just one hour before the journey.

Sea-Legs contains well-proven meclozine

which, unlike some other preparations does not cause dry mouth. It is virtually tasteless and can be chewed.

Big benefits for the chemist too.

Ask your DF rep about the special bonus terms plus eye-catching displays.



sea-legs

helps your customers have a happy holiday

DF Sea-Legs is a Trade Mark of Duncan, Flockhart & Co. Ltd. London E2 6LA.

DF77/181/HN

PROFESSIONAL NEWS

Pharmaceutical Society of Northern Ireland

Pharmacists to back cancer service

The Pharmaceutical Society of Northern Ireland council decided at its April meeting to give every assistance to the Northern Ireland Action Cancer Early Warning Service.

Dr. G. A. Edelstyn, medical adviser to the service, had informed the Society that an early diagnostic unit was being opened in Belfast which would include the latest equipment for breast X-ray and a mobile unit would shortly be available for use in the north Belfast and east Antrim area. Any client attending

the mobile unit who needed an X-ray would be referred to the Belfast unit.

Although the service was offered free of charge, Dr Edelstyn said that if the maximum use was to be made of it some contact at local level was essential and he thought that a joint scheme involving his organisation and the Society would be the most effective. Each pharmacy could display a notice giving brief details of the service and the pharmacist could take the names and addresses of those wishing to be examined. The pharmacist,

he thought, was in an ideal position to discuss the subject of screening for cancer of the womb or breast with clients and could be of inestimable value to the success of the scheme.

Mrs C. O'Rourke, the president, said she had told Dr Edelstyn that she felt most pharmacists would willingly co-operate but would not wish to give the impression that the client's family doctor was being ignored. Dr Edelstyn had said his staff would not recommend treatment, but, if necessary, send a report to the client's own doctor for such action as he decided to take. It would be possible to examine 25 patients a day at the mobile unit.

Dr Edelstyn had agreed to address a meeting of pharmacists and their staffs from the north Belfast and east Antrim area early in June if the Council agreed. Mr O'Rourke said he felt every assistance should be given to the scheme.

A hospital group?

Following the meeting held on April 5 attended by members of Council and hospital pharmacists a letter was considered in which the Northern Ireland Branch of the Guild of Hospital Pharmacists suggested that a hospital pharmacists group of the Society be formed. It was agreed to arrange a meeting to discuss the matter with representatives of the branch.

A letter from the Department of Health was read regarding the appointments to the Central Pharmaceutical Advisory Committee which terminated on March 31. It was pointed out that the only two retiring members with whose nomination the Council was concerned were Mr Kerr and Mr O'Rourke and it was agreed to submit their names for re-appointment.

Postgraduate diploma

Mr Eakin said that he felt that although the implementation of the Noel Hall report had brought about changes mainly from an administrative point of view other changes and advances were taking place and he wondered if the Council was doing enough to help hospital pharmacists accept new responsibilities. He wondered if a post-graduate diploma of some kind could be offered to hospital pharmacists but Mr Kerr said the MSc in hospital pharmacy was offered. Professor D'Arcy outlined some thoughts he had had on the point Mr Eakin had raised but little could be done until the new department of pharmacy at Queen's University was built. It was agreed to refer the matter to the Education Committee.

The application of Dr Cherrill Florence Temple, 14 Sans Souci Park, Belfast BT9 5BZ, for registration as a pharmaceutical chemist in Northern Ireland under the reciprocal agreement entered into by the Great Britain and Northern Ireland Societies was granted. The application of Robert Brian Boyle, 13a Shandon Drive, Bangor, Co Down, for the restoration of his name to the register of pharmaceutical chemists was granted.



EAREX for EARWAX

Over the counter, over the years, millions* of customers have appreciated the pharmacist's advice.

Earex for earwax problems.

Who better than the pharmacist to advise customers to use a little Earex to prevent earwax problems. And benefit from the continual support of a relieved customer.



EAREX gentle eardrops

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**Over the last 2 years 2,500,000 bottles of Earex have been bought through retail pharmacies.*

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Methyldopa Chlorpropamide




- * manufactured to Cox's stringent Quality Control standards.
- * fast reliable delivery.
- * wide range of packs and tablet strengths.
- * available from Sangers, Vestric, other major wholesalers and direct through our representatives and Sales Office.

THE COX RANGE OF GENERICS

	Strength	Pack	Price to Chemists
Methyldopa	125mg	250	£5.53
	250mg	250	£8.00
	250mg	1000	£30.00
	500mg	250	£15.50
	500mg	500	£30.20
Chlorpropamide	100mg	500	£7.00
	250mg	500	£15.40
Frusemide	20mg	250	£3.80
	40mg	500	£13.00
	40mg	1000	£25.00
	500mg	100	£30.00
Diazepam	2mg	500	£2.65
	2mg	1000	£4.97
	5mg	500	£3.85
	5mg	1000	£7.40
	10mg	500	£6.10
Nitrazepam	5mg	500	£5.80

Full technical and price details are available on request.

 **Arthur H. Cox & Co Limited**
Pharmaceuticals

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Three bottles of UNICAN Three Week Home Wine are shown side-by-side. Each bottle has a white cap and a dark label. The labels feature the UNICAN logo at the top, followed by the text 'THREE WEEK HOME WINE' and an illustration of a dining table with wine glasses. Below the illustration, it says 'CONCENTRATE TO MAKE ONE GALLON'. The bottles are labeled 'RED', 'WHITE', and 'ROSE' at the bottom.

We already supply many hundreds of retailers throughout the U.K. as well as an increasing number of national multiples. We're the largest distributor for Homebrew in the Country, and like to think we are the best too — big to cope, yet small enough to care. May we send you details?

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Super 8 cinefilm comes in Valupaks of four films. So you can sell more film, more easily and at your own prices. And there's a great new promotion to attract your customers. With every Valupak they get the chance to save £5 on each of four home movies – The 1978 Cup Final, Trooping the Colour and a couple of cartoons!



CNS2

Sure to be a best-seller with the new low prices combined with Agfa's consistent quality colour prints.



The popular Agfamatic 2008 and Autostar Pocket
The Agfamatic 2008 with Philips Top Flash has quickly established itself as one of the most popular in the range of Agfa pockets. And the Autostar Pocket, the least expensive in the range, offers real value-for-money in low price cameras.

Big value CT18 and CT21
in two-film Valupaks at your own special price. Your customers get the well-known benefits of natural colour, rapid processing and plastic frames plus an interesting special offer. Namely, £2 OFF Agfa's "Colour in Focus" Book – over 100 pages of expert advice from two leading photographers.

For basic trade prices
contact your local Vestric branch.

Vestric

COMPANY NEWS

Record first quarter results for Upjohn

Sales of Upjohn Co in the quarter to March 31 were a record at \$315m, an increase of 19.3 per cent over the same period last year. Pre-tax profit was up 40.3 per cent at \$52m, and net earnings rose 34.3 per cent to a record \$32.4m. The increase in the sales figure was accounted for by a 62 per cent rise in sales volume, 33 per cent from higher selling prices and 5 per cent from fluctuating exchange rates. Sales of human health care products and services, led by gains in antibiotics, rose 16 per cent.

The company expects to market several new products in the USA later this year. They include Florone, a topical steroid; ATGAM, an immunosuppressant used in organ transplant operations; Cheque, a birth control product for dogs; and Lutalyse, which improves breeding performance in cattle.

United Drug increase sales and profit

During 1977 United Drug Ltd, the Dublin pharmaceutical distributors, showed an improvement in trading results. Sales increased 22 per cent to £7.2m, profit grew 40 per cent to £154,000, and the net margin improved to 2.1 per cent, in spite of a difficult competitive environment in the Dublin area.

Mr Jerry Liston, the managing director, said that there had been a very healthy start to 1978 in terms of sales volume. The company, which provides a computerised service for pharmacists, employs 140 people and has depots in Dublin, Limerick and Ballina. It is the second largest wholesaler in Ireland and claims to have been closing the gap on the market leader for some time.

Paterson in USA

Paterson Products Ltd have formed a new company, Paterson Products Inc, to manufacture their photographic processing solutions in the USA. This company will liaise with Paterson's agent in the USA, Braun North America, to further develop the expanding market for dark-room accessories in which Paterson claim to already be the leader.

Briefly

National Starch and Chemical Corporation report net sales of \$101.5m in the quarter ended March 31 (\$90.6m in the same period of 1977). Pre-tax profit was \$14.4m (\$12.1m).

Jarvis-Porter (Southern) Ltd have opened a factory in Leeds for self-adhesive labels for automatic application in the toiletries and cosmetics industries. At the same

time a new pharmaceutical labelling division has come into operation at the company's works at 130 New Kings Road, London SW6 4NA.

J. Bibby & Sons Ltd report external sales of £168.1m in 1977 (£146.6m in the previous year). The pre-tax profit was £6.1m (£4.1m). The edible oils division showed considerable improvement.

Revertex Chemicals Ltd record a 33 per cent increase in turnover in 1977 to £59.5m, and the group trading profit rose 1 per cent to £2.7m. There was some increase in the volume of business at the start of this year, but problems of over-supply in the industry persist.

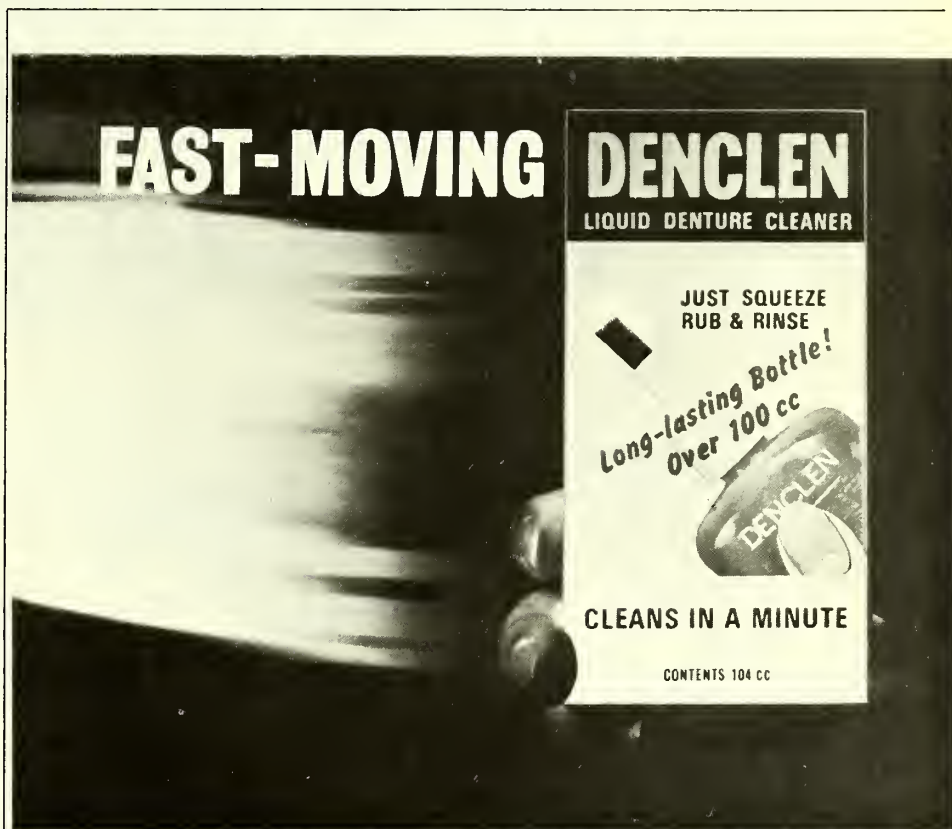
Moffett and Anderson Ltd, 324 Beersbridge Road, Belfast, have sold their business to Mr D. N. McConnell formerly of 71 Ormeau Road, Belfast. Both Mr Moffett and Mr Anderson are retiring after over 40 years in business.

APPOINTMENTS

Dendron Ltd: Mr Roy Findlay, 153 Crieff Road, Perth PH1 2PB (telephone Perth 22950), has been appointed sole agent for Scotland, with effect from May 1.

Alcon Laboratories (UK) Ltd: Mr Robert Hayzen has been appointed marketing manager of the ophthalmic division. He has been with the company since it started operations in the UK in 1975, and for the past year has been field sales manager.

Warner-Lambert Co: Mr Ward S. Hagan has been elected chief executive officer with effect from May 1, in succession to Mr E. Burke Giblin, who will continue to serve as chairman until his retirement at the end of the year. Mr Hagan has been president of the company since 1975.



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MARKET NEWS

A 'gloomy' week

London, May 3: Trading in all sectors during the past week was described by most workers as "gloomy". The Canton fair has so far been disappointing for buyers of essential oils and spices. Some small parcels of items currently unobtainable from their usual sources have been bought but at a high price. So far as produce normally obtained from China was concerned there is a tendency for prices to ease and since buyers hold off in these circumstances waiting for the bottom to be reached, there has obviously been little business transacted. Another factor which did not help matters last week was the erratic state of the pound.

Exceptionally, cloves moved up sharply following a buying spurt from south-east Asia. Nutmeg is expected to firm in the next few weeks. Pepper failed to hold the previous week's gains.

There were many changes in botanicals although they were minor in size. The new rates are given below. Higher among essential oils were cinnamon leaf, eucalyptus, *arvensis* peppermint, lemongrass and sandalwood. Lower were bois de rose and camphor white.

Crude drugs

Aloes: Cape £1,080 ton spot; £1,000, cif. Curacao £2,450 afloat.
Balsams: (kg) Canada firmer at £10.90 spot; £10.80, cif. **Copaiba:** £2.15 spot; no cif. **Peru:** £6.20 spot; £6, cif. **Tolu:** £4.85 spot.
Benzoin: Block £144 cwt spot, nominal.
Camphor: Natural powder £5.15 kg spot; £5.05, cif. Synthetic £1 spot and cif.
Cardamom: Alleppy green grade 2 £3.60 lb, cif. **Cascara:** £1,240 metric ton spot nominal; no cif.
Cherry bark: spot £1,270 metric ton; nominal; no cif.
Chillies: New Guinea birdseye £2,000 metric ton spot; East African £1,500, cif; nominal.
Cinnamon: Seychelles bark spot £400; £380, cif. Ceylon quills 4 o's £0.75½ lb; featherings £310 metric ton, cif.
Cloves: Madagascar or Zanzibar £4,000 metric ton, cif; £4,000 spot.
Cochineal: Peruvian silver-grey £15.00 kg spot; £14.75, cif. Tenerife black £16, cif.
Dandelion: Spot £1,400 metric ton spot; £1,350, cif.
Ergot: Portuguese-Spanish £1.60 kg spot; £1.40, cif.
Gentian: Root £1,325 metric ton spot; £1,290, cif.
Ginger: Cochon new crop £1,070 metric ton, cif, (May-June). Other sources not offering.
Henbane: Niger, £1,630 metric ton spot; £1,600, cif.
Hydrastis: spot £11.00 kg; forward £11.00, cif.
Ipecacuanha: (kg) Costa Rica £9.70 spot; £9.50, cif.
Jalap: Mexican basis 15% £1.48 kg spot; shipment £1.40, Brazilian £1.22, cif.
Kola nuts: £450 metric ton, cif, nominal.
Nanolin: BP in 1-metric-ton lots £0.92 per kg.
Lemon peel: Unextracted £1,050 metric ton spot; shipment £1,030, cif.
Liquorice root: Russian £350 metric ton spot; £340, cif, for new crop. Block juice £147 per 100 kg spot; spray dried £1.50-£1.60 kg.
Lobelia: American £1,300 metric ton spot; European £1,210 spot.
Lycopodium: Russian £5.20 kg, cif. Indian £4.50
Mace: Grenada unsorted £2,200 ton, fob.
Menthol: (kg) Brazilian £9.25 spot; £9, cif. Chinese £8.25 in bond and cif.
Nutmeg: (per ton) Grenada 80's £1,615 spot nominal; unsorted £1,465; defectives £1,150.
Nux Vomica: No spot; forward £250 metric ton, cif.
Pepper: (ton, cif) Sarawak black £1,130 spot; £1,130, cif; white £1,790 spot; £1,670, cif.
Pimento: Jamaican £1,050 metric ton, cif.
Podophyllum: Root Chinese £400 metric ton, cif; Indian £800, cif.
Quillaia: Spot £1.20 kg; £0.90, cif.
Rhubarb: Chinese rounds 60 per cent pinky £3.50 kg spot; £3.25, cif.
Sarsaparilla: Mexican £1.62 kg spot; £1.60, cif. Jamaican £1.95 spot; £1.92, cif.
Seeds: (metric ton) **Anise:** China star £975 spot; £760, cif. **Caraway:** £730-£760 as to source. **Celery:** Indian new crop £490. **Coriander:** Moroccan £310. **Cumin:** Egyptian £880; Turkish £880; Iranian £800. **Dill:** Moroccan £210; Indian £525. **Fennel:** Chinese £220. **Fenugreek:** Moroccan £160-£175. **Maw:** £470.
Senega: Canadian £13.30 kg spot; £13.20, cif.

Senna: (kg) Alexandra pods, hand-picked at from £2, upwards; manufacturing £0.65. Tinnevely leaves No 3, £0.27; pods; faq £0.27 hand picked £0.40 ex warehouse.
Squill: Italian no spot; £700, cif. Indian nominal.
Styrax: Turkish natural £3.90, kg spot, £4, cif, nominal.
Tonquin beans: £2.60 kg spot; £2.50, cif.
Turmeric: Madras finger unquoted. Alleppy finger £915, cif (May-June).
Valerian: Pakistan root £1,200 metric ton spot; £1,150 forward; European £1,800; £1,750 forward.
Witchhazel leaves: Spot £3.40 kg; no cif.

Essential oils

Bois de rose: Spot £6.50 pg; shipment £6, cif.
Buchu: South African £120 per kg spot; English distilled £220.
Cade: Spanish £1.25 kg.
Camphor white: £0.90 kg spot; £0.83, cif.
Caraway: Imported £20 kg spot.
Cinnamon: Ceylon leaf £3 kg spot; £2.60, cif.
Clove: Madagascar leaf, £2.17 kg spot and cif; English-distilled £40.
Coriander: Russian about £20 kg.
Eucalyptus: Chinese £2.15 kg spot; £2.08, cif.
Geranium: (cif) Bourbon £42.50 kg, Chinese £27.80.
Lemongrass: Cochon £5.50 kg spot; £5.20, cif.
Peppermint: (kg) **Arvensis—Brazilian** £5.85 spot; £5.80, cif. Chinese £4.75 spot and cif. Piperata American Far West about £19 cif.
Sandalwood: Mysore £63 kg spot.
Spearmint: (kg) American Far-West £12.50. Chinese spot and cif £13.75.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, May 8

Brighton Branch, Pharmaceutical Society, Postgraduate medical centre, Brighton General Hospital, Elm Grove, Brighton, at 8 pm. Special meeting for election of vice-chairman and one committee member. Followed by discussion of branch representatives' motions.
Enfield Pharmacists Association, Postgraduate medical centre, Chase Farm Hospital, Enfield, at 7.45 pm. Annual meeting followed by film by Leo Laboratories on "Modern medicine."
Stockport Branch, Pharmaceutical Society, Alma Lodge Hotel, Stockport, at 8 pm. Annual meeting.

Tuesday, May 9

Galen Group, Croydon district, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Speaker from John Grooms Association for the Disabled.

Wednesday, May 10

Medway Branch, Pharmaceutical Society, Visit to Chelsea Physic Garden, Royal Hospital, Chelsea, with talk by Professor Sheffard of Chelsea College.
Socialist Medical Association, House of Commons, at 7 pm. Room in name of Dr Maurice Miller. Memorial meeting to Dr David Stark Murray, a pioneer of the NHS.
South West Metropolitan Branch, Pharmaceutical Society, tour of Pharmaceutical Society headquarters at 7.30 pm.

Thursday, May 11

Hereford and Worcester LPC, Nurses' guest room, Worcester Royal Infirmary, Castle Street, Worcester, at 8 pm. Mr M. Jepson (University of Aston) on "Research in general practice."
Liverpool Branch, Pharmaceutical Society, Medical teaching centre, Hospital College, Mount Vernon Street, at 7.45 pm. Annual meeting.

Sunday, May 7

National Chamber of Trade, Llandudno, Annual meeting and trade conference. Until May 9.

Advance information

Royal Society of Medicine, History of Medicine Section, June 24. Summer meeting at Brasenose College, Oxford. Applications (£4.50 including lunch and refreshments) to sections officer, Royal Society of Medicine, 1 Wimpole Street, London W1M 8AE.

Ulster Chemists' Bowling Association, May 24, annual competition for the Caldwell Rose Bowl at Belmont Bowling Club, Kincora Avenue, Belfast at 2.30 pm. Those intending to be present should contact A. E. Atkinson, secretary, 14 Abbeydale Park, Belfast 14.

McCarrison Society Symposium, on Nutrition and Social Behaviour, July 7, at Royal Society of Medicine, 1 Wimpole Street, London W1. Details from the assistant secretary, "Carrow", Shinfield Road, Shinfield, Reading, Berks.

Socialist Medical Association, Annual dinner, Vitello D'Oro Restaurant, Church House, Great Smith Street, London SW1, May 20, 7 pm for 7.30 pm. Chief guests Lady Jenny Lee and Mr Michael Foot, MP. Applications for tickets (£5) to SMA, 9 Poland Street, London W1.

Quality standards for EPS moulded packs

Controlled quality standards for moulded EPS (expanded polystyrene) packs, used as a protective packaging for a variety of products, including pharmaceuticals and toiletries, have been announced by the EPS Association. They will give an assurance of defined quality, including dimensional tolerances, compressive stress, moisture content, thermal insulation and flammability.

In addition to "in-house" control procedures which members of the Association will carry out in their own factories, products will be periodically tested by an independent test authority to ensure continued compliance with the standards. It is expected that the introduction of the new Standards will give impetus to the increasing use of EPS in packaging. A relatively new development is the use of coloured EPS for such products as toiletries.

Proposals for reduced liability

Draft Regulations are being sent out for consultation to interested parties, under which leasing companies would be relieved of the duties placed by Section 6(1) of the Health and Safety at Work Act on suppliers of goods for use at work.

The Health and Safety at Work Act 1974, Section 6(9) gives finance companies, who deal in hire purchase, credit sale and conditional sale, relief from the duties placed on suppliers. The new Regulations, proposed by the Health and Safety Commission, would amend Section 6(9) to give leasing companies similar relief, so that the responsibility for design and quality of goods, as far as safety and health at work is concerned, rests solely with the manufacturer or other supplier.

Drug order system

A system to simplify the ordering of drugs is described in the NHS leaflet Notes on Good Practice No 7. Drug record cards in a hospital pharmacy are in a visible record filing system, each card with a removable "chaser" card. The record cards carry various information including batch numbers and names of alternative suppliers.

When a drug is ordered the chaser card is removed and placed in an "on order" box in delivery date sequence. When the order is delivered, the chaser card is returned to its record card. This new system, designed by the work study department of the South Western Regional Health Authority, has the advantage that it can be used by relief staff, drug cards need not be removed for ordering and the system can be extended to include drug issues for any drug usage control system. *Notes on Good Practice No 7, 1978, HM Stationery Office, £0.25.*

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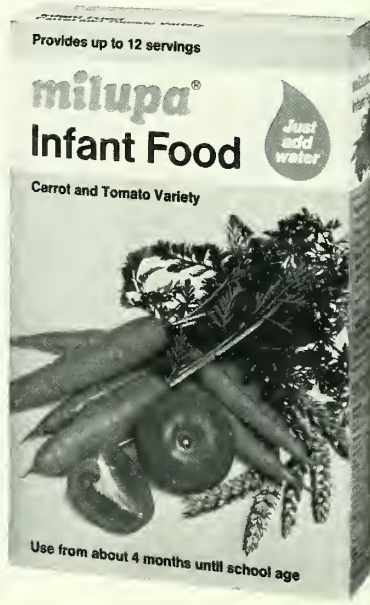
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